The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



CONVEYOR SYSTEM at Prosperity Cleaners, Los Angeles, starts at three-sprocket-wheel unit. Attendant's right hand places garment on conveyor leading up to elevated distributing station; left removes next arrival from finishing room. See page 34

Why shirt laundering pays drycleaners.....Page 44
Survey reveals sport-shirt opportunity.....Page 56
Is sound-wave soil removal practical?.....Page 74

A
University Microfilms
313 North First Street
Ann Arbor, Michigan

AUGUST, 1953

Savings on solvents are "in the bag" with HYFLO



YOU SAVE ON SOLVENTS because Hyflo* lowers your solvent recovery costs! It does such a thorough job of filtering that solvent requires distilling less often . . . therefore needs replacement less frequently.

Hyflo also helps you achieve faster production, too. It keeps solvents flowing freely . . . keeps filter pressures lower longer . . . cuts down on time spent cleaning filter screens.

The particle fineness of Hyflo is exactly right for trapping all dirt (lint, dust and other solids). The crystal-clear solvent passes freely through the porous cake that builds up on the screen. That's why Hyflo is called the *high speed* filter powder.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the new Sixth Edition of the 52-page Dry Cleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, N. Y.

*Reg. U. S. Pat. Off.

JM PRODUCTS

Johns-Manville HYFLO

THE ORIGINAL HIGH SPEED FILTER POWDER

Proven through

the years...America's

most effective

ALL PURPOSE

wet or dry spotter!



BUCKEYE

Paint-oil-grease REMOVER

- SAFE ON ALL TYPES OF SILKS, DELICATE SYNTHETICS and STURDY FABRICS with COLORS THAT ARE DYE-FAST TO SOLVENT OR WATER!
- EFFECTIVELY REMOVES GREASE, OIL, ROUGE, LIPSTICK, PAINT, FOOD SPOTS, VARNISH, and hundreds of other hard-to-remove stains.
- EXCELLENT FOR PRE-SPOTTING or HAND BRUSHING!
- Effective ALL PURPOSE wet or dry spotter!

and that's why this original neutral wet and dry spotter is used in the leading dry cleaning and laundry plants throughout the nation!

ORDER BUCKEYE QUALITY PRODUCTS FROM YOUR JOBBER



SYMBOL OF QUALITY

THE DAVIES-YOUNG SOAP COMPANY

BOX 995 DAYTON 1, OHIO

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

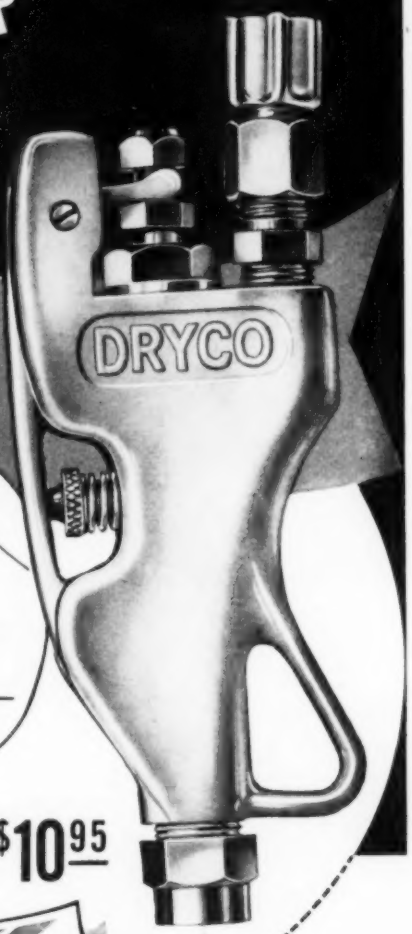
NATIONAL CLEANER & DYER, August, 1953. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna. U. S. A. Executive and Editorial Offices: 304 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00, Foreign, $6 per year. Volume 44, No. 8. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

WHEN THE TEMPERATURE GOES UP
. . . THE WORK LOAD GOES UP

Get More Moisture . . . Faster Production . . . with

DRYCO E-Z SQUEEZE
WATER SPRAY GUN





Simply REACH . . . SQUEEZE . . . RELEASE

Gives instant moisture where you want it, when you want it. Operator merely reaches, squeezes, and measured spray is directed to desired area. Dampens fabric just right for top quality finishing. Hangs with spray end down. Trigger extends along entire side, just squeeze hand to operate. Extremely simple to use, no waste motion. Gives far more finishes per hour. Pays for itself over and over.

MODEL F — With 5 ft. hose, coupling, valve and suspension spring **$10.95**

Just press thumb lightly to get instant steam

FINISH THE NEW FABRICS BETTER . . . 20% FASTER



DrycoMatic
THUMB-OPERATED STEAM-ELECTRIC IRON

Feather-touch Effortless Operation
No Tiresome Reaching for Foot Pedals
Cuts Fatigue 50%
Cooler Operation

ELIMINATE FOOT FUMBLING at the ironing board

28 Traps Catch Excess Water



Moisture-Conditioned Sole Plate Prevents Waterspotting—Even On Low Temperatures

DRYCOMATIC THUMB-OPERATED STEAM-ELECTRIC IRON Complete with Speedway Assembly, including Cord, Hose, Solenoid Valve, Cord-A-Way Arm, Pilot Light and Steam Separator. Model 6330 (3 lb.) or Model 6360 (6 lb.) Iron **$82.50**

Order Now FROM YOUR SUPPLIER....

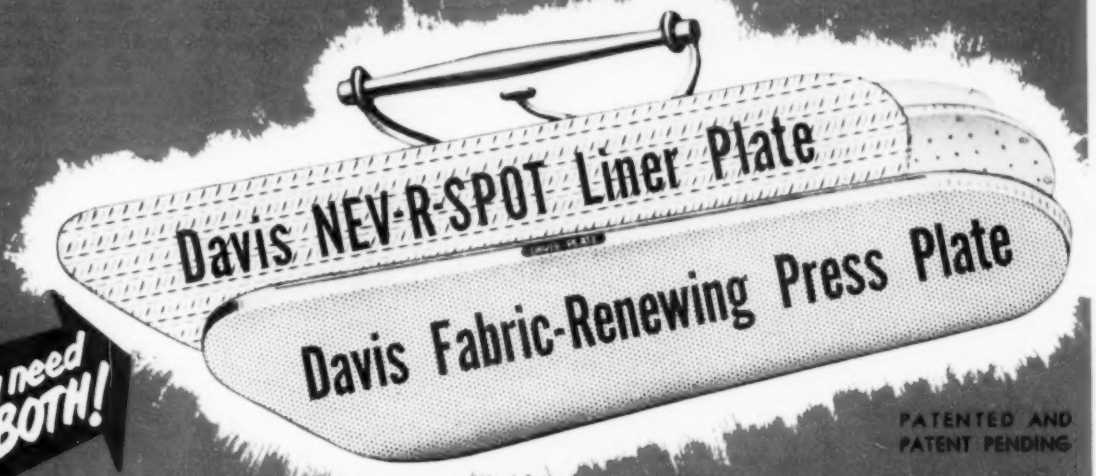
Dryco CORPORATION

DRYCO EQUIPMENT COSTS ONLY A FRACTION OF WHAT IT SAVES

CHICAGO 24, ILLINOIS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

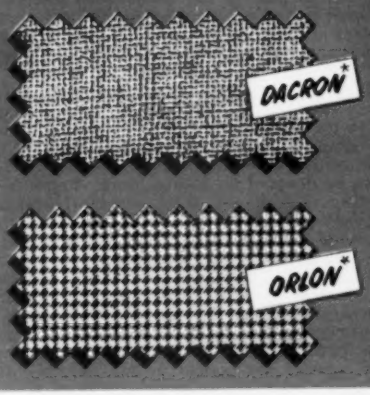
NEW Invention Makes Steam SAFE for 100% Pressing Satisfaction on all Fabrics



You need BOTH!

PATENTED AND PATENT PENDING

SAFEST finishing of new fabrics



PERFECT PAIR FOR PERFECT PRESSING

You need a Nev-R-Spot Liner on each press for safest, finest finishing of all garments. Fabrics woven of man-made fibers (Dacron, Orlon, etc.) dominate the clothing market. To avoid fused and glazed fibers, the producers advocate a pressing temperature of 275° or less—yet steam from your presses is over 300°! Only with Nev-R-Spot on all presses can you reduce steam's heat to an even 250°—safer for synthetics. It spreads steam and moisture to every fiber; stops "nickel marks"; reduces hazard of shine and moire. To make doubly sure of quality and quantity pressing, equip presses also with Davis fabric-renewing Press Plates. They lift the nap as they press, revive all fabrics, produce a more beautiful finish.



DAVIS NEV-R-SPOT LINER SPRAYS STEAM SIDEWAYS!

Harsh jets of steam from press-head hit Liner and are forced sideways thru its thousands of tiny canopied openings. Liner spreads steam like a blanket inside grid plate. Steam issues gently thru all the perforations with even moisture, safer heat.

There's a Davis Plate and Nev-R-Spot Liner for Every Make and Model of Drycleaner's Press

HOFFMAN PRESSES	PRESS PLATE	NEV-R-SPOT LINERS
XC05, VC05, MC05, VC056, VC06	$14.85	$10.95
XC07, VC07, KBO, MAO	14.85	10.95
XCF5, VCF5, XCF56, VCF56	14.85	10.95
5A, 6A, 7A, 8A	14.85	10.95
XC09, XC090, VC09, VC090	19.25	13.95
XC04, VC04, XCF4, VCF4	19.25	13.95
XE4, VE4, XE90, VE90, XE10, XE100	19.25	13.95
XW1, VW1, XW12, XW78, XB10, VB10	11.00	8.95
PANTEX PRESSES		
40-OC, 41-OC15, 41-O, 45-OC, 45-OA	14.85	10.95
45-O, 45-OE, S-45-O, 45-OC9, OC-15	14.85	10.95
M-52, M43-F, S-43-O, SM44-F	19.25	13.95
19-DO, M-24-O, 15-DO	11.00	8.95

PROSPERITY PRESSES	PRESS PLATE	NEV-R-SPOT LINERS
443-EA, 343A, 237A, 241A	$14.85	$10.95
242, 243, 442EA, 250EA, 250A, LD50	19.25	13.95
318EA, 218A, 419, 720	11.00	8.95
NEW YORK PRESSES		
RSW42, NSW42, R42, N42, R450, N450	14.85	10.95
R52, N52, NL4, N-48-O	19.25	13.95
NM1, NM2, NT10, RM1, RM2, RT10	11.00	8.95
BUTLER PRESSES		
18"	11.00	8.95
42", 45"	14.85	10.95
ELCCO PRESSES		
39", 42"	14.85	10.95
20"	11.00	8.95

FORSE—LOYAL—FLETCHER	PRESS PLATE	NEV-R-SPOT LINERS
18"	$11.00	$ 8.95
42", 45"	14.85	10.95
51"	19.25	13.95
GOLDMAN (SINGER)		
SV42-O, EZ42-O, SV45-O	14.85	10.95
SV52-O	19.25	13.95
AJAX PRESSES		
18"	11.00	8.95
42", 45"	14.85	10.95

Also all other makes and models. When in doubt send paper pattern of press head (after removing cover).

"Dacron" is DuPont's trademark for polyester fibers. Orlon" is DuPont's trademark for acrylic fibers.

ORDER NOW from your supplier ©1953

Davis SPECIALTIES INC. MANUFACTURERS, CHICAGO 24, ILL.

CONTENTS

VOL. 44, NO. 8 NATIONAL CLEANER & DYER AUGUST, 1953

Features

Elevated Conveyor Clears Entire Floor 38
Room To Expand Outside ..... by William R. Palmer 40
Shirt Sideline Evens Seasonal Slumps ..... by Hank Mozdzer 48
Survey Shows Sport Shirts Glazed 56
Budgeting for Alterations Profits 62
Finisher, Spare That Style! ..... by Galina Terr 66
What Does "Ultrasonic" Mean? ..... by William R. Palmer 74
It's a Long Way to Ultrasonics ..... by Lou Bellew 76
How Gas Burners Work ..... by Joseph C. McCabe 80

Departments

Letters to the Editor 12
Signs of the Times 18
Business Builders 24
Gadgets and Gimmicks 30
Editorials 36
Twenty-five Years Ago ..... by Lou Bellew 44
Legal Decisions ..... by A. L. H. Street 69
Association Notes 92
N.I.D. News 96
News Notes in the Trade 99
People and Places 112
Obituaries 116
Meetings Scheduled 117
Classified Advertisements 119
Advertisers' Index 124

Conventions

Dyers' Clinic Features Orlon ..... by William R. Palmer 88
Varied Program for Eastern Canadians 96

Couple of years ago Pi Chapter of the Alumni Society of the National Institute of Drycleaning, centered in Los Angeles, turned out "en masse" for one of their meetings. They didn't come to hear all about charge soap or five percent more profit. They gathered to pay tribute to "Miss Mike."

Miss Mike



Several years ago at Chicago, at one of the biggest Alumni gatherings ever held, a dinner meeting, one of the most important matters on the agenda was presentation of a present to Miss Mike. That's the time she fell and hurt her leg because the hotel forgot to put part of the platform under the carpeting, remember?

Edna M. Michelsen is the perpetual secretary-treasurer of the Alumni Society. She has been the mainspring of the Alumni Society since its origin. This is not surprising, because she has also been registrar of the Institute schools for many years. In fact, she has enrolled many a son of a former student whom she had also enrolled a generation before.

She's a gal of many talents. We can remember some of the most effective and dramatic mailing pieces used by the Institute at one time were designed by her. She is no mean draftsman. And her patient ability to unravel the complicated threads of red tape spun by the Veterans Administration was the awe of many who have seen other schools hopelessly bogged down, and even to date not entirely cleared up.

But the fact of her being registrar doesn't explain Miss Mike's enthusiastic devotion, far "above the call of duty," to the affairs of the Society. After all, it is a nonprofit group having no connection with the NID. And while a succession of managers has winked at working hours devoted to Alumni work, there's been many an hour of midnight oil for which no solid pay was forthcoming.

Speaking of managers, she has worked with many: Ivan Tull, Paul Trimble, Walter Franks, Nate Harkness, Fred Matson and Norbert Berg. She probably has dealt personally with more individuals in the drycleaning industry than any other man or woman, holds the most respect, the friendship and love of more people in this industry of ours than any other person.

"Mike" typifies the people in any industry who raise it above a mere pursuit of the dollar to a satisfactory and pleasurable way of life. That is what the cleaning industry has meant to us, because of Mike.

—W. R. P.

WILLIAM R. PALMER
Editor
GALINA TERR
Managing Editor
LOU BELLEW
Associate Editor
HANK MOZDZER
Associate Editor
ROLLIN NELSON
Art Editor
DAVID G. KAPLAN
Fur Editor
JOSEPH C. McCABE
Engineering Editor

Published monthly by the Trade Paper Division of The Reuben H. Donnelley Corporation, publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations. Gaylord Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtiss E. Frank, Executive Vice President and General Counsel; Albert M. Andersen, Executive Vice President; J. Aubrey Hope, Harold P. Harper, Donald R. Arnold, Vice Presidents; Harry W. Warner, Secretary-Treasurer. Changes of address should reach us at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada, $4.00 per year in advance; foreign countries in Postal Union, $6.00. Single copies: United States and Canada, 50 cents; foreign, 75 cents; Guidebook issue, $1.00.

Editorial, Executive and General Advertising Offices, 304 E. 45th St., New York 17, N. Y. Telephone: ORegon 9-4000

Eastern Advertising Offices, 304 E. 45th St., New York 17, N. Y.; Telephone: ORegon 9-4000
Western Advertising Offices, 20 N. Wacker Drive, Chicago 6, Ill. Telephone: FRanklin 2-9566-67

Copyright 1953, The Reuben H. Donnelley Corporation. The entire contents of this publication covered by general copyright. All rights reserved.

Postmaster: Mail Form 3579 for undeliverable copies to 304 East 45th Street, New York 17, N. Y.

NED WINTERSTEEN
General Manager
JOHN J. MARTIN
Business Manager
EASTERN ADVERTISING
WILLIAM S. CROMPTON
Manager
GREG WALTJEN
WESTERN ADVERTISING
EDWARD W. KORBEL
Manager
NORMAN FIELD

For near elimination of wet cleaning

In plants not equipped with combination washer-extractors

1. Activate the solvent in washer and filter with 4% of FORMULA 886 for repeated use.

2. Then charge the 4% solution with sufficient solubilized water to provide a given value of electrical conductivity.

3. Maintain a uniform filtered charge of 886 and water for each successive load through the use of STREET'S Strong Soap Test Kit and STREET'S CONDUCTIVITY CONTROL UNIT.

4. After cleaning the fabrics on filter circulation in the activated solvent, transfer the fabrics for extracting with the piping arranged to divert the 4% extractings to a tank reserved for the activated solvent, in order that it may be used repeatedly.

5. Then, instead of transferring the fabrics to a washer reserved for rinsing, the fabrics are left in the extractor, and without reduction of speed, volatile solvent is pumped into the extractor through the spray unit illustrated at lower right which distributes the rinse solvent evenly throughout the load, thus diluting the activated solvent left in the fabrics after the preceding extraction. During this operation the drain is diverted to a different tank reserved only for rinse solvent. Following the extractor rinse the fabrics are left in the extractor for the conventional extracting period prior to drying.

6. After drying, note the brighter colors, whiter whites and near elimination of wet cleaning. To enjoy these results with uniform safety you must employ an accurate conductivity control unit and a scientifically designed extractor spray unit. To avoid costly experimentation go directly to the inventor for both.



R R STREET & CO. INC — INDUSTRIAL CHEMISTS SINCE 1870

561 W. Monroe St., Chicago 6, U. S. A.

S886-39 Copyright 1953

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Like **CHICAGO and the ALL-AMERICAN GOLF TOURNAMENT**

STOD-SOL *and* STOD-SOL *Test Bundle Service* GO TOGETHER

A sharp putting eye can mean the difference between champion and runnerup in golf competition In the competitive drycleaning business, a champion solvent like Stod-Sol can make a big difference in your profit picture. Together with its companion "Test Bundle Service," Stod-Sol insures top-quality workmanship and maximum efficiency in the plant. Ask your nearest Stod-Sol distributor for complete details.



ANDERSON-PRICHARD
INDUSTRIAL NAPHTHAS
140-F

PRODUCERS REFINERS

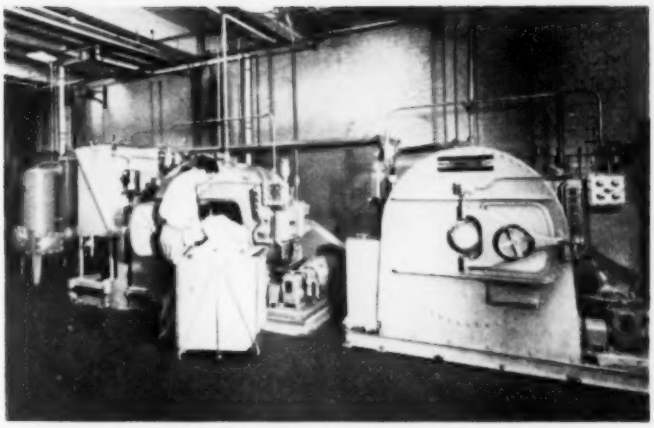
Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

more
and more plants
are turning to

Trucleen



Double TRUCLEEN 2-Bath Unit at Marshall Steel Co., Oakland, California

No Wonder! **Just press a button...** Trucleen gives you the "sweetest", cleanest work you've ever seen!

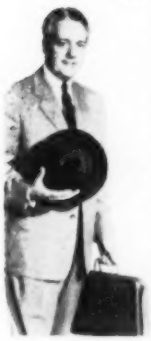
Fully-Automatic 2-Bath Unit! Uses Super-Strong Soap Solution

TRUCLEEN washes and extracts, then rinses and extracts in one straight-through, fully-automatic cycle! Beautifully cleans up to 3 different types of work at the same time—over 150 lbs. an hour. Gives you big savings in labor, finest quality work anywhere!

Super-Strong soap solution (up to 6%) really goes after dirt—does most of your pre-spotting right in the wash tub, practically eliminates wet cleaning! Separate wash and rinse baths are continuously filtered. Your solvent is salvaged for re-use, again and again.

American Trucleen, *the pioneer 2-Bath Unit,* (most copied dry cleaning unit in the industry) includes Extracting Washer, Wash & Rinse Filters, Vacuum Still, Wash & Rinse Circulating Tanks, complete Service Unit and all pumps. Installs in space only 8′ by 16½′. Buy the complete 2-Bath Trucleen, or install a Single-Bath Unit now and add the rest later. In any case, get the full Trucleen "push button" cleaning story. Mail coupon for Bulletin BB 712-002, or for free consultation with your American Representative.

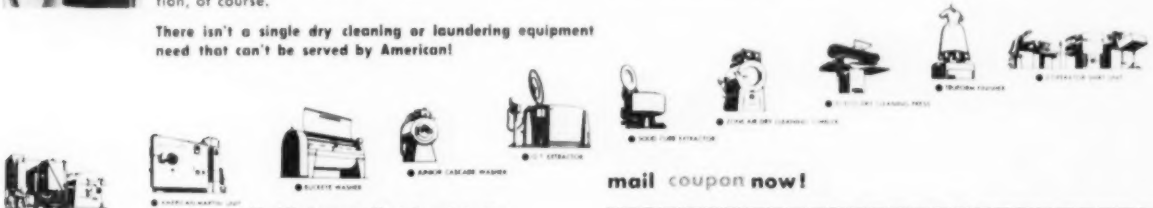
You can depend on this man!



He's your American Representative, well-trained in dry cleaning operation. As he represents the World's most complete *line* of Dry Cleaning and Laundry Equipment, you can rely on his unbiased advice in your selection of equipment that's *just right* for you.

Your American Representative can help solve your production problems because he provides you with American's many years of experience in planning and equipping dry cleaning and laundry plants. Contact ACECO for his specialized assistance at any time . . . without obligation, of course.

There isn't a single dry cleaning or laundering equipment need that can't be served by American!



World's Largest, Most Complete Line of Dry Cleaning and Laundry Equipment

AceCo

AMERICAN CLEANERS EQUIPMENT CO.

CINCINNATI 12, OHIO

DIVISION OF THE AMERICAN LAUNDRY MACHINERY COMPANY

mail coupon now!

ALM-42

The American Cleaners Equipment Company
Division: The American Laundry Machine Company, Cincinnati 12, Ohio

☐ *Please send me, without cost or obligation, Trucleen Bulletin BB 712-002.*

☐ *Have Representative call.*

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ **ZONE** _____ **STATE** _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

IT'S IN THE BAG

...AND OUTSIDE, TOO!

THE EXCLUSIVE FEATURES OF Adjusta-Form

ASSURANCE OF FINEST OF FINISHING AT TOP SPEED PRODUCTION!

EASIER TO LOAD

Just try it yourself. Hang the garment over the form, overlap the front edges (no buttoning or cloth sleeves to insert) and close the clamp board. That's all there is to it.

MORE SIZE ADJUSTMENTS

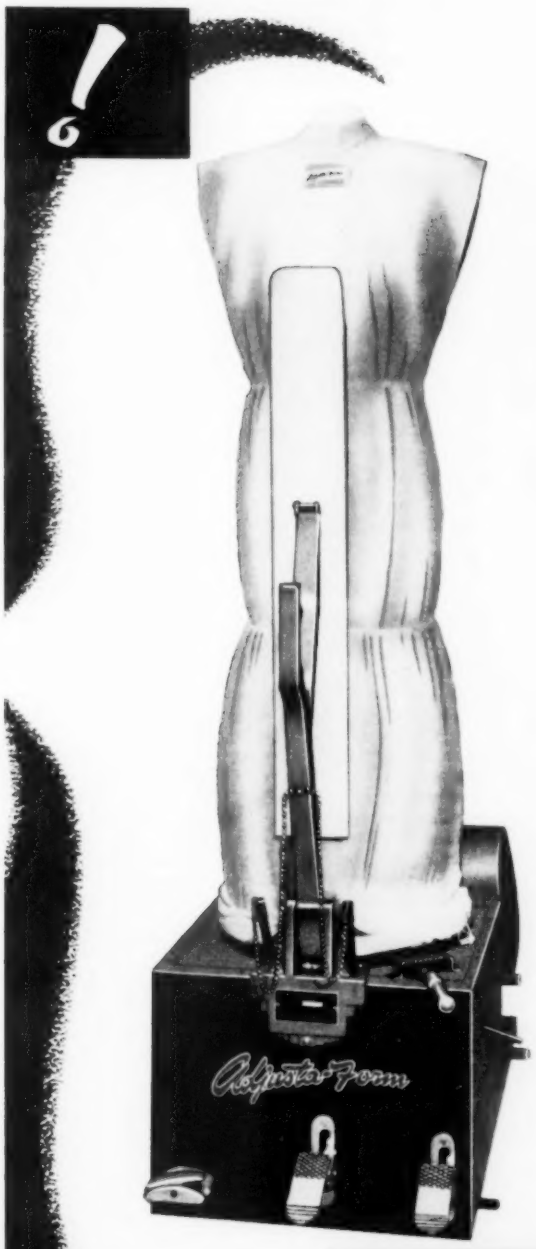
Nothing varies in size more than clothing, especially among women's garments. The patented controls of the Adjusta-Form quickly adjust the bag to any combination of four variables - hips, waist, bust and height. The abundance of steam and air automatically sizes the other two variables of the garment - shoulders and sleeves.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450-E NORTH SENECA • WICHITA, KANSAS

When writing to advertisers please mention The NATIONAL CLEANER & DYER



NO CLOTH ARMS TO INSERT

Cloth sleevers are bulky to handle and no single cloth sleever can possibly meet all the requirements as to size and shape. The Adjusta-Form method of inflating the sleeves with an abundance of steam and air, assures better rolled sleeves.

UNIQUE PATENTED BAFFLE ARRANGEMENT OF STEAM

Another exclusive feature of the Adjusta-Form. The instant the steam pedal is pressed, the Adjusta-Form is filled with soft, moist steam. Adequate and even steaming increases quality and production. The Adjusta-Form is safe for synthetic fabrics with low fusing qualities.

SIZE CONTROLS OUTSIDE of GARMENT

With the patented controls, located outside the garment, all controls are always accessible — never covered by the garment.

Quality PLUS

With easy size control, faster steaming and finer rolled sleeves, the Adjusta-Form produces more quality garments per operator hour than any other steam air finisher.

MORE *Adjusta-Forms* ARE IN OPERATION THAN ALL OTHER STEAM-AIR FINISHERS COMBINED!

When writing to advertisers please mention The NATIONAL CLEANER & DYER

LETTERS to the EDITOR

More on Sweetners and Soap

To the Editor:

In your July issue Mr. McMahon objects to the statement by Paul Warren, "No drycleaning soap on the market today resists the adsorptive properties of the leading sweetners."

The basis for his objection is the use of the word "resist." After consulting grammarians as well as colloidal chemists I am convinced that there can be no justifiable objection to its use.

When translated to the dictionary definition of "resist" the statement means "No drycleaning soap on the market today repels, wards off or prevents the adsorptive properties of leading sweetners." This dictionary translation provides the precise meaning which was obviously intended.

Mr. McMahon attempts to narrow the meaning of resistance to such specific items as electrical resistance or sales resistance, and claims there is no such thing as chemical resistance. This is refuted by Webster in that portion of the definition of resist which states: "--to withstand the action of; as, the metal resists acid." When metal resists the corrosive effects of acid you have chemical resistance.

However, Mr. Warren made no mention of "chemical resistance." He spoke only of the impossibility of any commercial drycleaning soap resisting the adsorptive properties of leading sweetners.

Mr. McMahon quoted only one statement from page 75 of the treatise which appeared in your May issue. In doing so he illustrates the well-known hazard of quoting out of context. Had Mr. McMahon also quoted the explanation which followed, your readers would have had a better concept of the use of sweetner with a 4% solution of detergent. To avoid confusion he should have also quoted the accompanying statements which were worded: "All drycleaning soaps may be used with sweetner. However, one should hasten to add that all drycleaning soaps are susceptible to adsorption by a sweetner powder."

Considerable scientific knowledge on the subject of adsorption has accumulated during the last one hundred years. Certain simple correlations and facts have emerged which permit valid generalizations to be made. Thus, adsorption has been recognized as a process involving physicochemical interaction between an adsorbed chemical substance and the surface of an adsorbent, often under highly specific conditions of temperature, concentration, etc.

On the basis of our present knowledge it is possible to offer some further conclusions on the behavior of adsorbents or "sweetners" in modern drycleaning practice. Thus, an effective agent will adsorb not just a single chemical substance but will adsorb a whole class of substances. In general, this class of substances consists of molecules which possess both polar and nonpolar chemical properties, and includes cholesterol, glycerides, fatty acids, soaps and synthetic detergents.

A. M. Salomon
Chicago, Illinois — *Lauesen & Salomon*

Fuel-Oil Selection

To the Editor:

We would appreciate it very much if you would be kind enough to answer a question for us which we consider of the utmost importance.

At present, we are using between 28 and 30 hp of steam per hour. We are getting this steam using a 9½ gph diesel nozzle. The diesel consumption runs between 60 and 64 gallons per day.

Now, we would like to know how much diesel No. 6 (Bunker C) we would be using to obtain the same 28 to 30 hp of steam per hour.

Would you be kind enough to clear up this question for us as we do not want to go ahead and install a Bunker C and then find out that it is too dirty for our plant or that the saving for this amount of steam does not pay.

Robert Homar
Santurce, P.R. — *Principado Modern Dry Cleaning*

There are two major considerations raised by your question on whether it pays to burn Bunker C oil as against the diesel grade oil (No. 1 or No. 2) you now use.

The first consideration is the saving in fuel costs. To begin with, Bunker C has a higher average heating value—151,000 Btu per gallon against 140,000 Btu per gallon of No. 2 oil. Next, it costs somewhere around $2.25 per 42-gallon barrel or about 5⅓ cents per gallon against the No. 2 oil cost of about 9½ to 10 cents a gallon. With the higher heating value, oil burning at about the same efficiency as you are now getting (actually with a brand-new boiler setup you may gain a point or two here), you will average roughly 10 percent less fuel consumed than formerly. On a conservative basis your fuel costs will be about halved by the switch to Bunker C oil.

Now comes the other side of the picture—the extra cost of preparing Bunker C oil for firing. For an ideal installation we recommend (1) adequate insulated storage tanks; two, not one, fuel-oil pumps with large enough motor-drives; (2) twin strainers for each pump; (3) suction lines from each pump to storage tank; (4) automatically controlled fuel-oil temperature; (5) enough fuel-oil circulation to insure hot oil of the right viscosity to burners; (6) adequate pressure control of fuel oil to control valves; (7) ability to condition oil after delivery before using.

Over and above these, we suggest you make sure your fuel-oil supplier and yourself decide on what equipment's needed to guarantee the oil will pump from his carrier to your storage tank.

For our money we'd want all these extras to pay for themselves within three to five years. If you run your boiler plant more than 8 hours a day or more than 5 days a week, you may be able to meet this payoff.—J. C. McC.

Export of Industry Films

To the Editor:

Will you be so kind as to let us know if it is possible to receive in Belgium films as indicated in your National Cleaner & Dyer of February past.

Brussels, Belgium — Textile Machinery of U. S. A. Co.

Belgium imposes an import duty of 24 percent of value on such films, if purchased outright. On loaned or rented films, the importer would have to post a bond with the customs to cover that duty, refundable upon return of the films. Distributors should be contacted individually to find out if they will ship their films out of the country.—Editor

a gallon of **RSR** *digesting solution*

costs less than 3 sticks of chewing gum

When you buy a pound of the most effective digester on the market, you have enough for 141 gallons of solution. The cost is less than 3 cents per gallon. You can't beat that for economy.



For top efficiency and speed,
put all garments that are
to be wet-cleaned
into an *RSR* Bath first.
That's the surest way to remove
all albuminous spots in one treatment
... it's the surest method
for saving time and
eliminating costly hand labor
... and it's the surest way
to avoid the risks of hard scrubbing.

This should be routine practice
if you use the strong soap solution...
for the *RSR* Bath will make it easy
to wash away spots that otherwise are so hard-set
and tenacious that only a dangerous amount
of hand scrubbing can remove them.

WALLERSTEIN COMPANY, INC. · 180 MADISON AVENUE, NEW YORK 16, N. Y.



4 Powerful Reasons Why CHEVROLET ADVANCE-DESIGN TRUCKS will save money on *your* job . . .

EXTRA THRIFTY POWER! The improved Loadmaster engine in heavy-duty models has new high-compression ratio (7.1 to 1) to squeeze more power . . . more work out of every drop of fuel. In light- and medium-duty models, Chevrolet's advanced Thriftmaster engine delivers top-notch operating economy. Both give you the extra-long life and day-in, day-out dependability for which Chevrolet valve-in-head truck engines are famous.

ENGINEERED FOR THE JOB! Whatever you haul . . . wherever you haul it, your Chevrolet truck will be factory-matched to fit your requirements. That means you get the *right* power and the *right* chassis units throughout—tires, axles, springs and clutch—to suit your roads and loads. It means a truck that will do your job more easily . . . more efficiently.

MORE RUGGEDLY BUILT! New Chevrolet trucks are stronger and sturdier than ever before. Frames, for example, are heavier and more rigid. This extra, built-in stamina means miles added to truck life and dollars *subtracted* from upkeep costs! Another important "plus" you get with Chevrolet trucks!

AND THEY LIST FOR LESS! No other truck offers all of Chevrolet's advance-design features . . . all of Chevrolet's money-saving advantages. Yet Chevrolet is the lowest priced truck line of all! See your Chevrolet Dealer. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTIPANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

CHEVROLET first in demand in value in sales

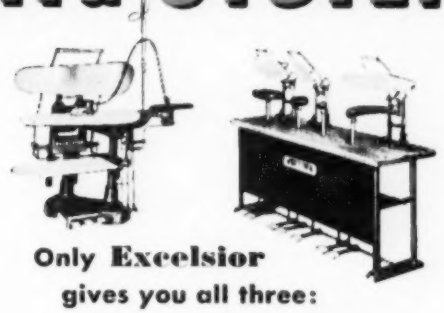
When writing to advertisers please mention The NATIONAL CLEANER & DYER



finish
any dress
in 3 to 5 minutes
with

Excelsior's
ONE OPERATOR
SILK FINISHING SYSTEM

Now you can rack up as many as 12 to 20 dresses an hour with a "hand finished" look. Even hard-to-handle satins, moires, taffetas and cottons finish in record time with Excelsior on the job.



Only Excelsior gives you all three:

- **Twice the production at half the cost**
- **12 to 20 dresses an hour**
- **"Hand finished" look**

You owe it to yourself to get all the facts. Fill in the coupon and mail today— no obligation, of course.

Excelsior
MACHINERY COMPANY
1454 RANDOLPH STREET • DETROIT 26, MICHIGAN

EXCELSIOR MACHINE COMPANY
1454 Randolph Street, Dept N-8
Detroit 26, Michigan

Please give me all the facts on Excelsior's "ONE OPERATOR Silk Finishing System" at once.

Name_____

Firm Name_____

Address_____

City_____ State_____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

YOU'LL DISCOVER

There Is A Difference In Charge Soaps

CALED'S NEW

CAL'S CHARGE

THE SOAP DESIGNED for BETTER CLEANING

You are entitled to a charge soap that provides the MAXIMUM in efficiency and results. Cal's Charge, designed and compounded especially for charge systems, measures up, in every respect, to Caled's exacting standards.

Usable in all solvents and all systems, Cal's Charge delivers the problem-free efficiency that assures better cleaning at less cost. It's the soap that gets the results that other soaps have claimed and failed to produce — the soap that does all that a charge soap is supposed to do.

THERE IS A CALED PRODUCT FOR EVERY DRYCLEANING NEED



When writing to advertisers please mention The NATIONAL CLEANER & DYER



The Quality Product

of exacting laboratory research . . . plant test, field test . . . and "matching" against other so-called charge soaps . . . against "gadget" developments to try to make these soaps work.

The Soap That Challenges

all competition . . . that stands unsurpassed for less wet cleans and less spotting . . . less classification troubles . . . the soap that gives you just plain wonderful cleaning.

The Trouble-Free Charge Soap

No soap stains . . . No "do-overs" . . . Whites really white . . . colors new . . . no oily feel . . . no harshness. Enthusiastically received . . . recommended . . . praised again and again by cleaners who demand a quality that gives quality results . . . unexcelled work.

CAL'S CHARGE

Cal's Charge Clean-Ability is Built into the Soap!

CALSO PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SIGNS of the TIMES

Cautions on Shopping Centers: Drycleaners who are weighing the possible advantages of a shopping-center location against the usually high rental may be interested in some comments from an expert, as reported recently in the business paper, *Retailing Daily*.

According to Sol G. Atlas, who has planned and built a number of shopping centers in Eastern metropolitan areas, too many of them consist of a group of stores thrown together without consideration for the actual need or the adequacy of the potential market.

This expert's ideal shopping center, as reported in an interview, should have a population of not less than 700,000 within a five-mile radius. It should be on the outskirts of a big city, not too far away and easily accessible. There should be 5 square feet of parking space for every square foot of selling space, with parking geared to peak traffic rather than normal volume. It should have two major department store branches, and no more than two supermarkets. Stores should be on one level because, in his opinion, it is not possible to provide adequate storage space with a two-level construction.

# #

Milwaukee Arbitration Progresses: The industry associations which are sponsoring an arbitration plan in Milwaukee, in cooperation with the Better Business Bureau of that city, have chosen an advisory committee. It consists of Armin Meisenheimer, Milwaukee Novelty Dye Works; Fred Di Torrice, Artistic Dry Cleaners; Robert Block, West Park Cleaners and Dyers; Gil Wenzel, Bay View Dry Cleaners and Tailors; E. A. Miller, Spic and Span Dry Cleaners; E. F. Luetzow, South Side Laundry and Dry Cleaners, and Lawrence W. Adelman, Uptown Cleaners and Launderers.

It is expected that four members of this committee will serve on the arbitration board with two retail-store fabric experts and two public representatives. G. H. Grimm, financial division manager of the Milwaukee Better Business Bureau, will be chairman and secretary.

The associations sponsoring and financing the plan are the Milwaukee Wholesale and Retail Dry Cleaners Association, the Cleaning Plant Owners Association and the Milwaukee Better Laundries group.

# #

Standards Booklet for Consumers: A 16-page illustrated booklet addressed primarily to consumers, titled "American Standard L22—Your Key to Better Textiles," has been issued by the American Standards Association. The booklet tells the content and purpose of the recently adopted Standard L22 for end-use performance of fabrics containing half or more of rayon or acetate.

The booklet points out that the standards are voluntary, and that their widespread adoption by manufacturers will be promoted if customers ask for labels indicating their use. Suggested tags and labels and a table on results the buyer can expect from textiles meeting L22 requirements are included in the booklet.

Copies are obtainable from the American Standards Association, 70 E. 45th St., New York 17, N. Y., at 10 cents each.

Home Economists Hear Standards Discussed: The program of the annual convention of the American Home Economics Association, held the end of June in Kansas City, Mo., featured a discussion on how to buy rayons and acetates. The viewpoint of the drycleaning industry was presented by Albert E. Johnson, director of trade relations of the NID, as part of a panel on standards for consumer buying.

Mr. Johnson pointed out that the cleaner is frequently held responsible for service shortcomings which are not related to the cleaning process. These include most of the specifications covered in the new American Standards Association standards for rayon and acetate fabrics, such as fume fading, perspiration damage and sunfading. Sunfading alone, he told the home economists, accounts for 10 percent of all color-change problems handled by the NID analysis laboratory. In such situations, he said, standard definitions and specifications are valuable tools for determining the facts upon which responsibility can be fixed.

Mr. Johnson summed up his remarks with a prediction that the standards now available to guide manufacturers should lead to more dependable end-use performance of textiles.

Other members of the panel represented the AHL, textile manufacturers, store buyers, industrial research organizations, home economics and textile departments of colleges, and the consumer. The panel was preceded by a general view of the new fabrics by Dr. J. B. Quig, manager of textile research for Du Pont.

Resolutions presented at the meeting called for an extension of the standards for rayon and acetate into other fiber categories, and asked for greater educational effort by both retailers and consumer groups in the application of standards.

# #

Consumer Education: The plant of Master Dry Cleaners in Indiana, Pa., was the first stop on a tour of that town's business establishments by 42 Future Homemakers of Montgomery Township High School.

A group of 25 pupils of the Gurnee School visited Ted's new cleaning establishment in North Chicago, Ill. The students were given an explanation of the equipment and processing, and treated to refreshments.

The processes used in drycleaning, illustrated with samples of solvents and other supplies, were explained to the physics class at San Jacinto (Cal.) High School by Kenneth Martin. The demonstrator is the son of the manager of the drycleaning plant of Valley Laundry.

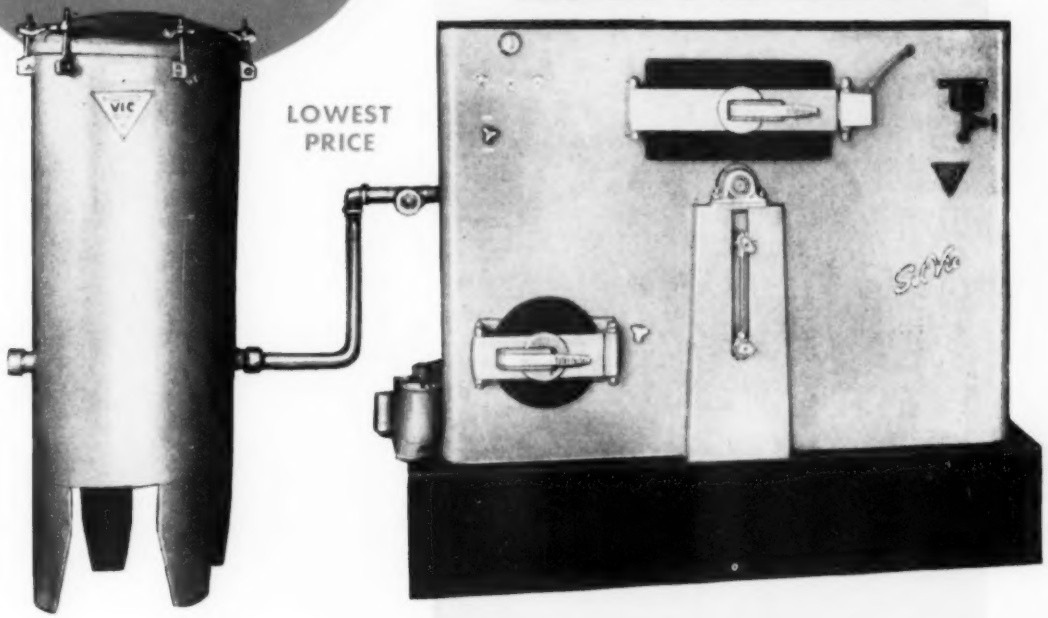
A film explaining drycleaning processes was featured at a recent meeting of the Kiwanis Club of Manteca, Cal. Before the showing George Shepherd, executive secretary of the California Drycleaners Association, described the work of the organization and the scope of the industry in California. Program chairman for the meeting was Ernest Bobson of Bobson's Manteca Cleaners.

A discussion of new fabrics and their performance in drycleaning and laundering was sponsored on May 17 by the Dry Cleaners and Laundry Association of Wichita Falls, Texas, in cooperation with the Dry

NEW IMPROVED

48lb. PER LOAD

COMBINATION WASHER & EXTRACTOR



LOWEST PRICE

VIC'S *Sol Vic*

DESIGNED FOR USE WITH PETROLEUM AND 140 F SOLVENT

- LARGE 1500 G.P.H. FILTER
- BUILT-IN TIMER

EASILY ADAPTED TO STRONG SOAP OPERATION

SPRING SUSPENDED TO ELIMINATE VIBRATION AND COSTLY FOUNDATION

WORLD'S LARGEST LINE OF SYNTHETIC EQUIPMENT

EASY MONTHLY INSTALLMENTS



EXPERIENCED SINCE 1912

VIC CLEANING MACHINE CO.

MINNEAPOLIS 3, MINN.

Sales and Service at all Principal Cities of the United States

Cleaners Institute of Texas and the University of Texas Industrial Education Bureau. The meeting was open to the public, with a special invitation to the ladies of the community.

The large-circulation *Journal-American* of New York City recently ran a woman's-page item calling attention of readers to the booklet on clothing care being offered by the Neighborhood Cleaners Association through its members. The item included a few buying and maintenance hints from the booklet.

# #

Public Service by Drycleaners: After cleaning the athletic uniforms of the Crane, Texas, high school, for a year Huffman Cleaners decided to donate its services. The amount of the bill was given to the pleasantly surprised senior class.

Fred Cunningham, Jr., owner of Cleancraft Cleaners, Granite City, Ill., has been appointed a commissioner of the Granite City Housing Authority Board. He was named by the mayor for a five-year term. The youngest member of the board, Mr. Cunningham is a World War II veteran.

# #

Directory of Special Days: The Chamber of Commerce is taking over the U. S. Department of Commerce publication of an annual booklet entitled "Special Days, Weeks and Months." For the guidance of businessmen in planning promotion, it lists about 400 leading business promotion events, legal holidays, religious days and other special occasions.

The move, the Chamber states, is in line with the government's policy of relinquishing activities which private organizations are willing and equipped to handle.

The Chamber's Domestic Distribution Department announces that the 1954 edition should be ready for distribution early in November. There was no 1953 edition.

# #

Help in Hiring: "Employee Selection and Placement Methods for Small Plants" is the subject of No. 30 in the series of Management Aids issued by the Small Defense Plants Administration, and available without charge at its field offices.

The leaflet outlines the basic principles of selecting personnel under the following headings: recruiting, interviewing, testing, checking physical fitness, checking references, making sure applicant understands the job requirements and wants the job, and getting the employee off to the right start.

# #

Haiti Honors Cleaner: Knighthood bestowed by a grateful government is an unusual reward for any drycleaner, even if he did start the first plant in the country. The recipient of Haiti's National Order of Honor and Merit, grade of Knight, as reported by *Time* magazine, got into the business by chance—and an eye for opportunity.

He is Jimmy Plinton, a negro from New Jersey, a former Air Force instructor who went to the so-called Black Republic in 1946 with the intention of starting an air line. However, when he found he couldn't have his pants cleaned because there was no drycleaner, he investigated further. In that hot Caribbean climate, he discovered, there was no market for woolen, silk or synthetic garments because the only way of having them cleaned was to send them to the United States. So everybody wore washable cottons.

Now Haiti not only has the drycleaning plant and laundry Mr. Plinton started, but five competitors who followed suit, five haberdasheries and a number of women's ready-to-wear shops which now have a market for their "dryclean only" merchandise. The former New Jerseyite is not only a financial success but a sort of national hero.

# #

Hopeful Outlook on Toronto Zoning: A recent bulletin of the Dry Cleaners Institute (Ontario) reports on the result of a Municipal Board meeting at which its committee on the proposed zoning by-law amendment appeared. Also present were representatives of Shell Oil, Dow Chemical and Apco Petroleum companies, Canadian Industries Ltd. and Canadian Marconi Co. Ltd.

The Institute's attorney, H. Fred Parkinson, submitted a clause defining a "drycleaning shop" for retail operations, with provisions against unusual fire risk, odor, fumes, noise or vibration that would cause a nuisance. He also presented an illustrated report on the examination of five cleaning plants in Toronto, showing all details of operations and equipment.

The City Solicitor accepted the statements in the report and the proposed definition without calling witnesses. He also stated that the Toronto City Council was considering an amendment similar to the proposed clause, except that it would limit number of employees, size of the cleaning machine, and prohibit delivery. It was pointed out to him that limitation on machine size would mean limiting machines to those of certain manufacturers. The prohibition of pickup and delivery and limitation on number of employees were also protested.

# #

Jobs Await Graduates: Drycleaners and laundry-owners of Georgia are ready and willing to employ all graduates of the training courses given at the North Georgia Trade and Vocational School in Clarkesville, according to a statement by plantowner Clifford Morgan of Decatur.

Mr. Morgan represented the industry at ceremonies dedicating enlarged facilities at the school, which started the courses on a small scale three years ago. The new quarters, installed at a cost of $100,000, were formally dedicated on May 26 by members of the State Board of Vocational Education.

# #

How a Cleaner Can Make a Fortune: It's simple—just pick a winning ticket on the Irish Sweepstakes. Ross Lent was in the middle of moving his drycleaning plant at Brampton, Ontario, to new quarters when he got the news that his ticket had paid off to the tune of $140,000.

Lest any other cleaners think of taking up sweepstakes betting as a sideline, it must be pointed out that it was beginner's luck for the Canadian winner.

# #

Learning the Hard Way: The Muncie (Indiana) *Star* reports a mother badly burned and two small sons injured less seriously. The injuries were due to an explosion caused by ignition of gasoline the woman was using to clean clothes—in the basement of her home.



whether you use 1 or 100

HUEBSCH OPEN-END TUMBLERS

dry faster... more efficiently... more economically

• All over America, more than 80,000 Huebsch Tumblers are doing a real job for launderers and dry cleaners. You see them everywhere in single units . . . or in batteries of as many as 100!

Why the big demand for Huebsch Tumblers? Because Huebsch Tumblers cost *less* and are *less expensive* to maintain. You don't get unnecessary gadgets, expensive chrome plating or dirt-catching envelopes. You pay only for performance—and Huebsch gives you *lots* of it! *Faster* drying at *lower* cost—and *that's* what you want! Sizes for every need—in both steam and gas-heated models.



From the inventor and world's largest manufacturer of open-end tumblers . . . also makers of:

Huebsch Open-End Washers • Handkerchief Ironers and Fluffers • Pants Shapers • Automatic Valves • Feather Renovators
Double Sleevers • Collar Shapers and Ironers • Garment Baggers • Cabinet and Garment Dryers • Washometers • Spring-type Filters

HUEBSCH MANUFACTURING COMPANY, 3775 N. Holton St., MILWAUKEE 1, WIS.

Division of THE AMERICAN LAUNDRY MACHINERY CO

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Interested in Extractor Rinse or Washer-Extractor Equipment but for some reason, at present, unable to change over?

Interested in 4% CHARGE

THEN ADCO'S 2%

ONLY NEW LIGHT-COLORED DRI-SHEEN 2%

HEAVY CHARGE

with no additional equipment or expense is your answer!

You operate just as you do with ¾% or 1% charge . . . No Rinse Necessary! With New, Light-Colored Dri-Sheen and *only* New Light-Colored Dri-Sheen can you get Heavy Charged System Results *without* new equipment or expenditure of monies for extra valves, pipe, tank, etc.

HEAVY CHARGE

gives results equal or superior to other charge systems at 4%!!

Don't get us wrong, Adco is 100% in favor of the heavy 4% charge for those plants who are equipped for 4% usage—washer-extractor machines or extractor rinse. However, many cleaners *at present* are unable to change their plant over for 4% usage—it is for these plants that we offer the 2% heavy charge.

New Light-Colored Dri-Sheen in 4% charge, in washer-extractor or extractor-rinse equipment produces the *'world's finest dry cleaning'*.

Dri-Sheen in the heavy 2% charge works perfectly in synthetic solvent units without any additional equipment.

For full details, and the immediate services of one of Adco's trained field technicians in your plant and with no obligation on your part,

Call, wire or write Adco, INC, Sedalia, Missouri

MANUFACTURING CHEMISTS SINCE 1908

QUALITY-INTEGRITY ADCO DEPENDABILITY

BUSINESS BUILDERS

Bulletin Board Educates Customers



An effective way to bring some of the problems of the cleaner to the attention of customers has been found by Morty Feldman, owner of White Oak Cleaners, Reseda, California.

The plan is simple and the accompanying picture tells much of the story. On the wall near one end of the counter Mr. Feldman has attached a bulletin board, 22 inches wide by 30 inches high, which consists of a wood panel stained in natural color and having an inch-wide green frame. At the top "Handy Hints" is neatly painted in white letters about 3 inches high, shaded in black for greater legibility.

Tacked on this board is an 8½-by-11 white sheet with the heading typed in capital letters, "We have in our possession the following technical bulletins on clothes that we will be happy to share with our customers." Several bulletins are listed and some carry brief explanations. For instance, "No. 16 refers to man-made fibers and mentions rayon, Vicara, nylon, Dacron, Orlon, dynel, Acrilan, Saran, Velon, Fiberglas and Fiber E."

Posted beside this white sheet is at least one technical bulletin issued by the California Drycleaners Association, multigraphed on colored sheets 8½ by 11 inches in size. The bulletin featured when this picture was taken dealt with silk shantung and carried a small sample of the fabric in the lower right-hand corner. Four damages that could happen to silk shantung were cited: sun fading, color changes in the underarm area, yarn and seam slippage, and loss of soluble sizing.

These bulletins are changed as desired. Each is numbered for easy identification and an extra supply for customer use is held in a ring binder.

Clippings on pertinent subjects taken from newspapers and magazines also are tacked to the "Handy Hints" board and are changed frequently. One clipping seen in the accompanying picture stressed the importance of the care of clothes, which should begin even before they are purchased. Another clipping explained the difficulties encountered in handling rib weaves.

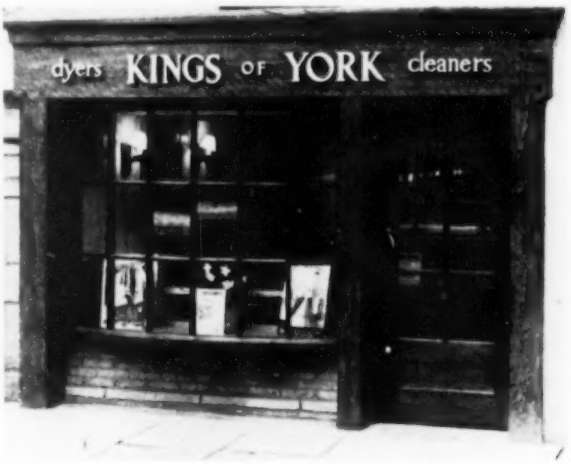
Customers examine these bulletins and clippings with considerable interest, while a good percentage ask for copies to take home for further study.

"In this way we can tell our customers some of the problems a cleaner has to contend with," said Mr. Feldman. "If drycleaning customers were better informed about some of the inferior dress and garment materials now on the market, they would refuse to buy such stuff and manufacturers would have to stop making it."

Picture Identification Contest

A "picture puzzle" contest publicized in the local paper was sponsored recently by Rhine's Cleaners of Baldwin City, Kansas. Once a week for a number of weeks the *Ledger* ran a picture of some individual which had appeared in that paper a few years previously. The first resident who called Rhine's and correctly identified the picture received a free drycleaning and mothproofing job.

New Oldstyle



It's quite a relief occasionally to encounter a store that isn't all ultramodern glass and chrome. The British have their share of the latest design in store fronts, but sometimes modernism could be out of place in certain neighborhoods.

Such a neighborhood is the site of the "glorious" York Cathedral in York, England. The Kings of York Dyers and Cleaners took over and remodeled a store in full view of the cathedral. In keeping with the deferential atmosphere of the community, the store was designed in the conservative style shown in the picture.

The woodwork appears to be oak, dark-stained. The small-paned window is a small bay projecting over the recessed brick base to the horizontal line of the posts.

Stā★Nu FINISHING PROCESS urges 27,000,000 LIFE readers to

HERE'S PROOF THAT WE'RE DOING A REAL JOB FOR OUR LICENCEES!

● "The acceptance (of Sta★Nu) by the people of this community has been well nigh miraculous. We have experienced a sales increase for the past six months of 16%, with an increase over January of last year of 18%."

A. G. LaGRANGE, *Bon Valet Cleaners, Moorhead, Minnesota*

● ". . . a 20% gain in our business makes us a happy Sta★Nu Franchise Holder, and we are glad we have Sta★Nu exclusive in Osage."

PETE KLOBERDANZ, *White-Way Cleaners, Osage, Iowa*

● "(As a result of special ad promoting Sta★Nu) dollar volume for the week increased $1200.00 (55%); we processed the work on service schedule with the addition of only one employee—a finisher."

C. N. BOHNSACK, *Oswego County Cleaners, Inc., Oswego, New York*

● "On Friday, January 16 (day after ad appeared in local paper), my counter business increased 92%, almost double of any previous day of that week. On Saturday, January 17, my counter trade showed an increase of 35% over any previous day of the same week.

"Since then I show an increase of 22% over the same period of last year on my gross volume of dollars."

HARRY SEGALL, *Annex Cleaners, Wyandotte, Michigan*

● "Results (of Sta★Nu plus local advertising): 36% increase over same week last year."

C. N. STANNARD, *Stannard Launderers & Dry Cleaners, Oshkosh, Wisconsin*

● "The twelve days following the installation of STA★NU exceeded the twelve days preceding the installation by $1203.00 or a little better than one hundred dollars per day."

BAILEY BIRD, *New Method Cleaners, Salt Lake City, Utah*

OVER 1500 QUALITY PLANTS HAVE BEEN LICENSED TO USE STA★NU. WIRE TODAY FOR FULL DETAILS

STA★NU CORPORATION, Dept. N-8, 110 S. Dearborn St., Chicago 3, Ill.



Send your clothes to the drycleaner who uses

Stā★Nu

the miracle fabric finish

Wait till you see what Sta★Nu [illegible] for your clothes. Even [illegible] that [illegible] too limp and tired to wear!

Restores lost textile oils
Sta★Nu restores vital oils lost through wear and cleaning—the invisible oils that give life and resilience to your garments.

Next best thing to new clothes
Sta★Nu finishing is colorless, odorless. But you can see and feel the difference in your clothes. Colors look new-bright. Fabrics feel soft and smooth—like new again.

Wrinkles hang right out!
Sta★Nu makes any fabric wrinkle and dirt resistant. Suits, slacks and dresses come up smiling even after packing or rumpling.

Try one garment and see!
Send that "problem" suit or dress to a Sta★Nu drycleaner. Let him prove what Sta★Nu can do for it!

Available only at drycleaners who display this emblem . . .

COSTS NO MORE THAN ORDINARY DRYCLEANING!

Stā★Nu FINISHING PROCESS

STA★NU CORP.
110 S. Dearborn St.
Chicago 3, Ill.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

MULTI-STOP LEADER
FOR 15 STRAIGHT YEARS



The performance of International Trucks with Metro® bodies is unmatched. They're designed for multi-stop service. Owners' cost records have made them multi-stop sales leader for 15 years.

You get more payload space on shorter, more maneuverable chassis. *You save time* in traffic and on delivery routes. *You save space* at loading dock and in the garage. You have a choice of *4 body lengths.*

You profit from features that *save driver time and energy.* Full 6-foot headroom and low stepwell speed loading and unloading. Broadleaf springs and new shock absorbers provide maximum driver comfort.

Compare all-truck construction that gives you unmatched chassis stamina, engine power, and operating economy. *Compare* the long life and low maintenance cost of the all-steel Metro body. It's the multi-stop body that outlasts them all.

See your International Dealer or Branch today

NEW INTERNATIONALS WITH NEW METRO BODIES

Compare them with any other multi-stop truck on the market!

More Payload Space. Eight body sizes, two body styles—standard or flatback. Four body lengths—7¾, 9½, 10½, and 12-foot; *each* has increased capacity. New capacities range from 243 to 392 cubic feet.

New Driver Convenience. New full 6-foot headroom. Low stepwells. Sliding front doors standard, folding doors optional. Six rear door options.

New Driver Comfort. New broadleaf springs. New shock absorbers. Lower center of gravity. New toeboard angle.

New Savings. New downdraft carburetion for greater fuel economy. New cushioned disc clutch for longer life, smoother operation.

Six chassis models, 102, 115, 122, and 134-inch wheelbases. GVW ratings, 5,400 to 10,000 lbs.

INTERNATIONAL HARVESTER COMPANY · CHICAGO

International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

Better roads mean a better America

INTERNATIONAL TRUCKS
"Standard of the Highway"

When writing to advertisers please mention The NATIONAL CLEANER & DYER

1953

New control for electrical conductivity* in strong soap

**Patent pending*

The January 1953 issue of *Cleaning & Laundry World* surprised the industry with a two-page treatise in which STREET's supplied the missing link in the two-bath super soap process. Now, for the first time in the history of dry cleaning, the drycleaner may charge the solvent in the washer-filter assembly with water as well as 886, until a predetermined conductivity value is reached.

Then, during the cleaning of each load, STREET's CONDUCTIVITY CONTROL UNIT provides for *automatic* additions of water in direct proportion to the water absorbed by the fabrics, thus making it possible to maintain the original conductivity in the filtered solvent.

Months of commercial use in plants from coast to coast has proven beyond all doubt the practicability of STREET's CONDUCTIVITY CONTROL UNIT. Imitators have a long way to go to reach this stage of perfection. Avoid costly experimentation by dealing directly with the inventor.

1953 · One of five important milestones in drycleaning

Copyright 1953 R. R. STREET & CO. INC., 561 W. Monroe St., Chicago 6, U. S. A. S886-38

When writing to advertisers please mention The NATIONAL CLEANER & DYER

for Greater Sales —Greater Profits

CA$H IN on today's laundry trends!



TELLS HOW TO-

get your share of the richest potential market for your services which has ever existed-- based on actual experiences of successful laundry-owners in every section of the country PLUS the practical thinking of successful marketing and merchandising experts from other industries.

The number of households in the country is increasing daily and these new homemakers will buy laundry service *if they are given the opportunity.*

Contains the answers to such management questions as - -



Who are these potential customers?
Where are they located?
How many of them are there?
How may they be reached?
What kind of laundry service do they want?
How much are they willing to pay?
What should I do to revamp my present plant layout, services, prices and delivery schedule to get these people on my books?

No problem is more pressing today than that of gearing your entire production, selling and accounting procedures to the changing buying habits of the housewives of America. If you want to get more closely in tune with the habits of the women *in your community*, you won't want to miss the September, 1953 STARCHROOM.

Do you *know*—

if a series of small quick-service plants will work in your community?
if a strategically located drive-in store will pay out for you?
if the work should be processed at such a store? or funneled into your main plant?
if a wider range of services and prices would attract more business for your plant?
Do you know how much it would cost to try any or all of these ideas?

If you don't *know* the answers to the above questions,

YOU WON'T WANT TO MISS
THE *SEPTEMBER* 1953
GUIDEBOOK
OF THE LAUNDRY INDUSTRY

Combining:

EDITORIAL FEATURE SECTION:

A Guide to the Expanding Laundry Market.

OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in, day-out to all plant executives.

THE LAUNDRY INDUSTRY'S STANDARD BUYERS' GUIDE:

CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

A.I.L. CONVENTION GUIDE:

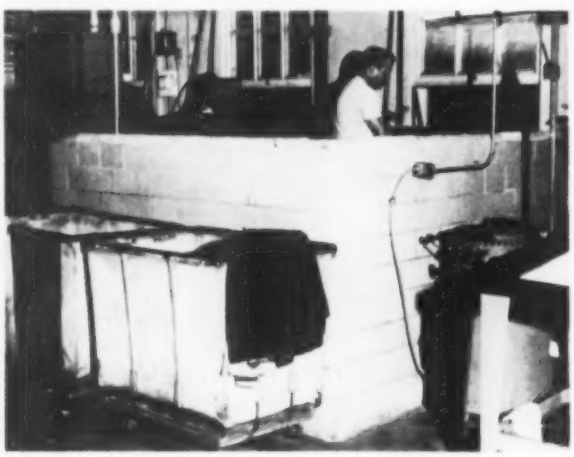
Full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Los Angeles, October 9-11.

STARCHROOM LAUNDRY JOURNAL

304 East 45th Street, New York 17, N. Y. 20 North Wacker Drive, Chicago 6, Ill.

GADGETS and GIMMICKS

Splashless Wetcleaning



The partition around the wetcleaning space at American Cleaners & Dyers in Anderson, Indiana, is of glazed tile. As the picture shows, it is set on a concrete curbing that has rounded shoulders to aid in cleaning and to provide an added safety factor. The top of the tile wall also has a rounded capping of concrete.

The management stated that the tile wall cost only a little more than concrete block would have, and is both more attractive and much easier to keep clean.

The wall was built in when the plant layout was changed. One goal of Lowell Hall and Norman Smith, plant manager and superintendent, was to set up the wetcleaning department right between the silk and wool spotting departments.

At the same time they wanted to confine the water to the wetcleaning department, both to protect the surrounding departments and to maintain a tidy appearance. This last, particularly, since the American management encourages customers to look over the plant at any time. The glazed-tile wall accomplished both aims.

When Oiling Is Needed

No kind of oiled equipment should be permitted to operate until it gets "dry." The simplest way to determine whether or not equipment needs oiling is to note whether or not it stops abruptly as soon as the power is turned off.

An ordinary electric fan, for example, if properly oiled will run along for some time after the switch is turned, due to its own momentum. If it is not properly oiled it will stop quickly. The drier it is, the quicker the stop.

It is a good habit, therefore, to watch equipment for a moment after you turn off the power. If it stops abruptly, it needs oil. If it runs along normally and easily, coming to a halt gradually, the friction is not excessive and its condition is safe.

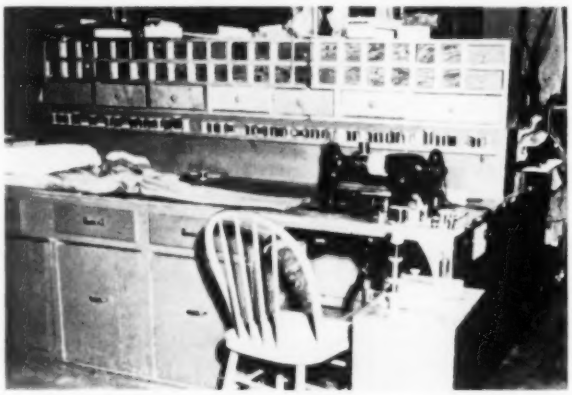
Portable Spray Booth



Since it uses the spray method of applying mothproofing, Sanitary Cleaners, Inc., of Maumee, Ohio, has constructed a neat semicircular booth for the purpose. It is stationed by a post holding a compressed-air line to tap for the spray gun.

The suspending chain from the top of the booth is hung far enough forward so the garment can be turned without brushing the sides. Also, the booth is tall enough to accommodate the longest coat.

Sewing Setup Has Two Advantages



The important feature of the sewing setup pictured above is the built-in sewing machine. A second worktable with similarly built-in machine completes the repair and alteration department at Nu-Way Cleaners in Medford, Oregon.

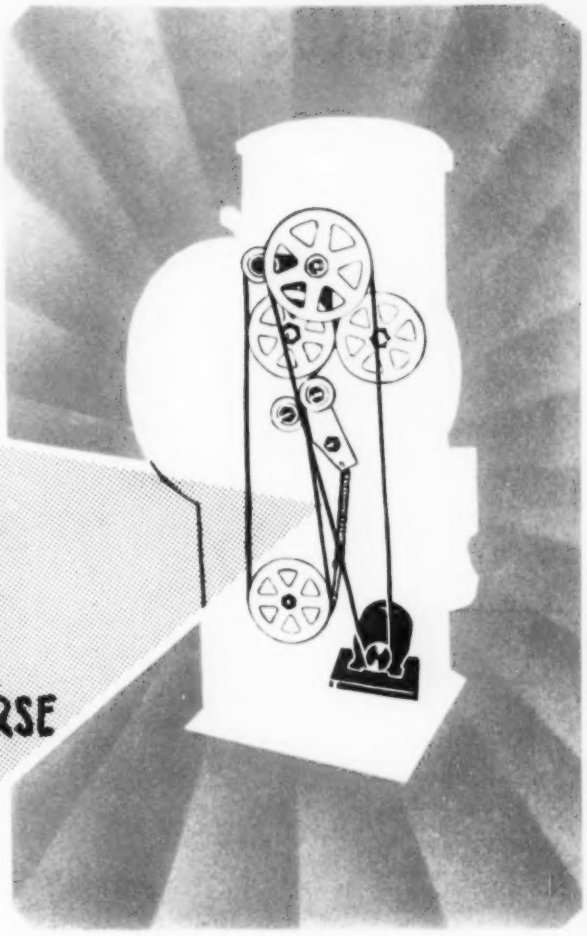
The photograph shows the first and most obvious advantage of this arrangement: It saves a lot of space and steps for the operators.

The second advantage, as pointed out by the owner, H. D. Christensen, comes from having the operator working with her machine at all times. She will turn to the machine, because of its convenient location, to do even a small sewing job. If she had to get up from her worktable and walk to a machine, she would more than likely do the small job by hand. This would take two to three times as much time and cost Nu-Way more money for making a set-price alteration.

"We have checked," Mr. Christensen said, "and I honestly believe we save two or three dollars a day by having the machines built into the worktable and so easily accessible."

LOOK INSIDE

and see the DIFFERENCE



the WORLD FAMOUS HAMMOND MECHANICAL REVERSE AND DRIVE

WITH 17 U.S. PATENTS

NO TROUBLESOME REVERSING MOTORS OR MOTOR STARTERS

(Elimination of the electric reverse is highly desirable and is practically imperative where only single phase current is available.)

NO TIME LAG BETWEEN REVERSALS!

NO QUICK-WEARING WORM GEARS

(Much of the power of small worm gears is lost due to friction . . .)

- **AUTOMATIC BELT TENSION**
- **COMPARATIVELY LARGE DIAMETER PULLEYS**
- **FINAL DRIVE THROUGH SPUR GEARS**
- **AUTOMATIC LUBRICATION**

NO OTHER WASHER AUTOMATIC CONTROLS CAN COMPARE WITH HAMMOND

The precision automatic controls used on Hammond washers are designed and used exclusively by Hammond. Constructed with the operator in mind (not the local electrician). Does away with complicated, troublesome and costly wiping contacts and electrical relays . . . yet does everything the operator desires . . . and does it **consistently** . . . **smoothly** and **without trouble.**

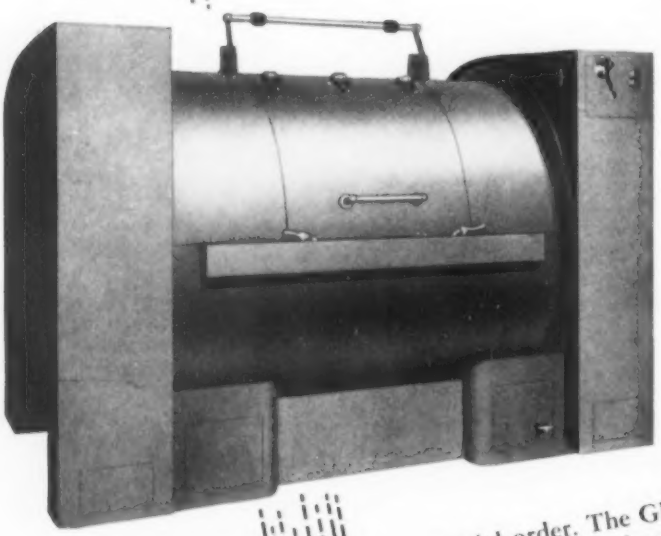


When writing to advertisers please mention The NATIONAL CLEANER & DYER

New Notes on the "Better Mouse Trap"

Nothing in GROSS'S HISTORY has been more completely satisfying than the response to our announcement of the new, revolutionary GROSS-EX Washer-Extractor. Any doubts we might have had as to its ready acceptance were completely cleared away.

In addition to a lively interest throughout the industry, positive proof of confidence in the new GROSS-EX as well as in GROSS's reputation for quality engineering and construction has been a wealth of pre-production orders. Frankly, these orders have far exceeded our fondest hopes.



New, Revolutionary
GROSS-EX
Washer - Extractor

Now the GROSS-EX Washer-Extractor is in production and first deliveries will be made in September. Precision testing equipment has been installed to guarantee perfect balance of the cylinder both dynamically and statically. Machines as completed and tested will be shipped in the sequence of receipt of orders.

We continue to welcome your inquiries. The GROSS-EX Washer-Extractor will be currently available in 70 lb., 100 lb., 200 lb. and 300 lb. capacities. A 500 lb. size will be available on special order. The GROSS-EX means new, bigger savings in labor, time and solvent . . . and without the expense of a special, costly foundation.

GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

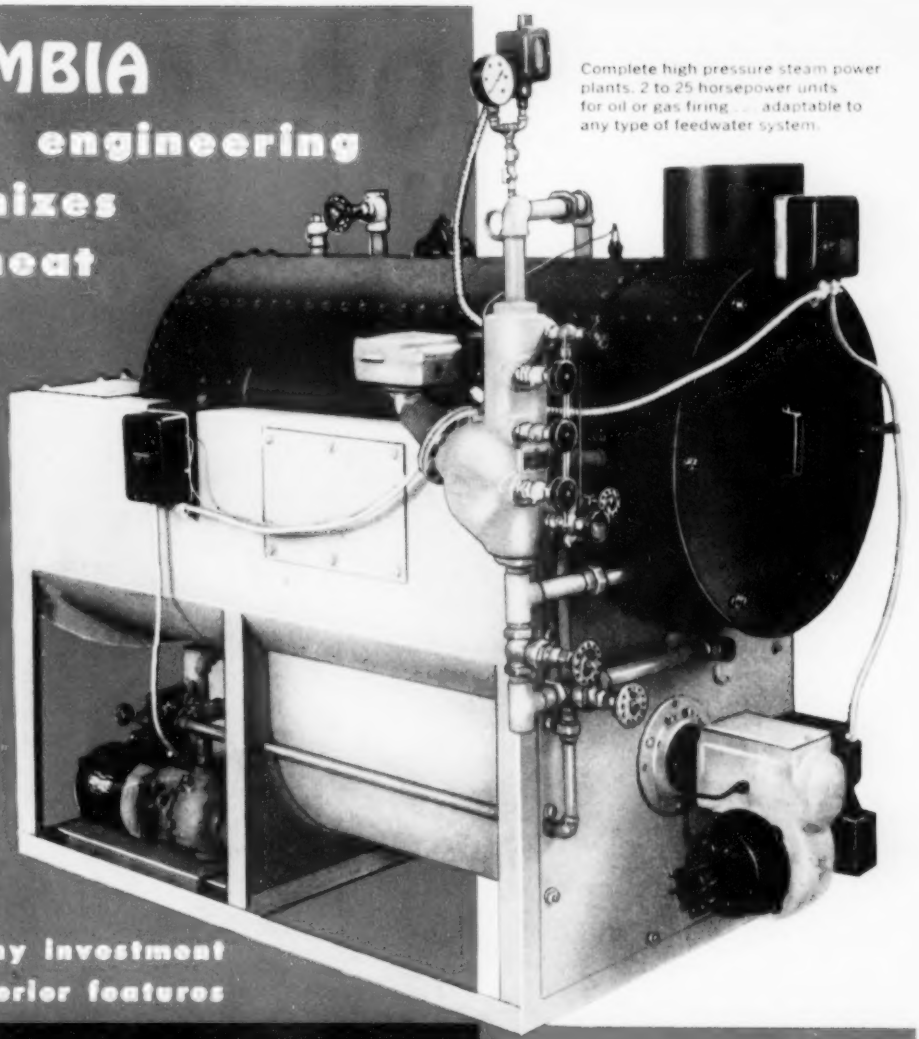
183 HALBERT ST. *Founded 1923* **BUFFALO 14, N. Y.**

LCATA LAUNDRY & CLEANERS MEMBER ALLIED TRADES ASSN

When writing to advertisers please mention The NATIONAL CLEANER & DYER

COLUMBIA engineering minimizes heat loss!

See feature 9 below



Complete high pressure steam power plants, 2 to 25 horsepower units for oil or gas firing . . . adaptable to any type of feedwater system.

your economy investment with 10 superior features

COLUMBIA HRT*

OIL or GAS-FIRED BOILER

Yes, you get drier, hotter steam with your Columbia HRT . . . more per dollar invested, more per dollar spent for fuel. And you benefit in 10 extra ways through 10 superior features. You're protected against exorbitant heat loss, for instance, by especially designed refractory and insulation in the combustion chamber, factory installed by men who know their business. Their business is to help your business. We'll show you how without cost or obligation now. Clip and mail the coupon today!

*Horizontal Return Tubular Type

COLUMBIA BOILER COMPANY

manufacturers of steel power and heating boilers

offices and factory: Pottstown, Pa.

10 REASONS FOR YOU TO CHOOSE COLUMBIA:

1. Larger combustion chamber permits overfiring.
2. Easy access to the single bank of tubes from front and back.
3. Two-pass updraft minimizes draft loss and insures greater safety.
4. Removable covers make all parts accessible.
5. Large steam space insures dryer steam.
6. Greater heating surface than most boilers of same rating, resulting in higher steam output.
7. High efficiency through proper proportion of two-pass heating surfaces.
8. Completely submerged tubes insure longer life.
9. Combustion chamber factory-installed with especially designed refractory and insulation minimizing heat loss.
10. Inexpensive, yet built of the best materials to give years of trouble-free service.

Dept. N-83

Gentlemen:
Without obligation, please send me information on how I may reduce operating costs in my plant by switching to a new Columbia HRT* Oil or Gas Fired boiler.

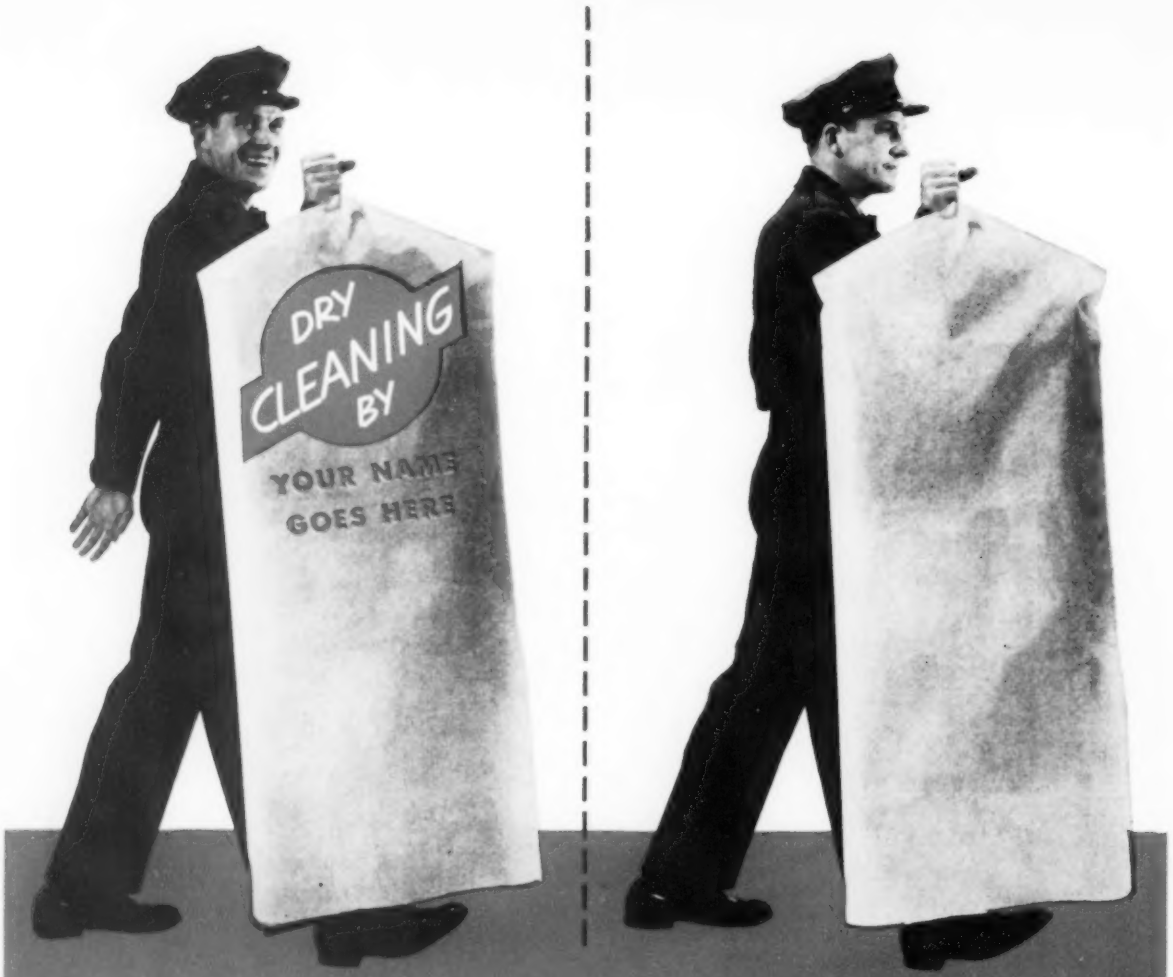
Firm name _____

Address _____

Your name _____

Position _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER



Which bag sells the neighbors?

No question about it. Big, colorful garment bags printed with your name hit your prospect's eye... tell and sell. Every delivery is an endorsement too. People notice your name on bags, know you're the cleaner their neighbor prefers.

International Paper COMPANY

SOUTHERN KRAFT DIVISION

220 East 42nd Street, New York 17, N.Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

New Miracle Discovery

POSITIVE HELP

IN REMOVING OFFENSIVE ODORS FROM GARMENTS IN THE WHEEL

CHLOROPHYLL CLEANING *Plus* U·SAN·O MOTHPROOFING

HIGHLY RECOMMENDED FOR STRONG SOAP SYSTEMS

REMOVES MOST ODORS IN THE WHEEL – SMOKE – ETC.

LESS LABOR – MORE ECONOMICAL CLEANING

MORE PASS UPS – A SOAP BOOSTER

Positive help is a strong statement, but we are convinced that it is true after the many letters we have received from satisfied users of Chlorophyll Cleaning plus U-SAN-O Mothproofing. What a boom that will mean to your summer dry cleaning problems when offensive garment odors are at their peak.

Remember you not only get the freshest, finest dry cleaning ever, but you have two BIG PROMOTIONAL offers . . . CHLOROPHYLL CLEANING plus MOTHPROOFING (both at no extra cost).

Be sure to see your distributor for these two big customer attractions . . . CHLOROPHYLL CLEANING and U-SAN-O Mothproofing.

U-SAN-O IS USED IN THE WHEEL
NO EXTRA LABOR OR EQUIPMENT NEEDED

Fully protected by United States and Canadian patents

American
MOTHPROOFING COMPANY
711 NORTH EUCLID AVENUE • ST. LOUIS 8, MISSOURI

U-SAN-O
CHLOROPHYLL
MOTH PROOF CLEANING
SYSTEM

Copyright 1952 American Mothproofing Co., St. Louis

EDITORIALS

Opportunities Are Made

Once again it has been proven that the successful businessman never waits for opportunity to knock—he makes his opportunities! What's more, opportunities are generally made where popular opinion has decreed that opportunities just can't exist.

For years many drycleaners have moaned that you couldn't make money cleaning ties, that you couldn't charge enough to do a good job without scaring off the customers. Now Stuart Bart is proving that a very good business can be done in cleaning ties—good quality ties.

His service is called Ticcrafters, Inc. For 75 cents apiece (introductory offer was 50 cents) this New York firm practically "rebuilds" a tie, very much as some of the felt-hat manufacturers rebuild hats. The tie is carefully cleaned and spotted, finished with a rolled edge, has the lining straightened, neckband adjusted, knot wrinkles removed, and is beautifully packaged.

A minimum order must include four ties if brought in by the customer or mailed. In Manhattan messenger service is provided for a minimum order of eight or more ties. All orders are fully insured against fire, theft or loss.

The service is being promoted nationally by direct mail to a selected list of prospects in the middle and higher income brackets. Ticcrafters is also promoting a "Best Tie Designs" contest among tie manufacturers. About 45 of them are invited to submit 10 ties apiece for judging by a board of fashion editors and prominent persons from radio, TV, stage and screen. Trophies will be awarded each year to the 10 best designs judged.

The response has been remarkable. The quality tie manufacturers as well as the retailers are recommending the service widely, and a very surprising number of shopworn ties are coming in for servicing in bulk amounts. And Mr. Bart has remarked that not over 3 percent of the ties submitted have to be returned as uncleanable!

Normally we'd run this report in our "Business Builders" section. But it so typified what we've been wanting to say during the past few months that we chose to use it for our editorial. In essence it says "anybody can do anything"—and it's most likely to be done where the most people are saying it can't be done!

Boost to Labeling

The American Standards Association has done its part. Or perhaps we should say the 74 members of its L22 Committee are responsible. Anyway, the rest is now up to us, among others.

In our "Signs of the Times" section we mention briefly the publication of a 16-page leaflet with the title of "American Standard L22—Your Key to Better Textiles." It is obtainable from the American Standards Association, 70 East 45th Street, New York 17, New York, at a cost of one thin dime per copy. You oughta buy a million and scatter them all over the state!

This leaflet does *not* list the 51 different standards for rayon and acetate fabrics, nor does it give the 31 test methods for telling whether the fabric will be suitable for the particular end-use specified. It says:

"These requirements, and the detailed wording which outlines them, are not concerned with the way the fabrics are made. They are concerned only with the way they will perform. Thus, the consumer who buys a bathing suit which is sold as meeting the requirements of American Standard L22.1.14 can be sure that her swimming pleasure will be unmarred by breaking, yarn slippage, undue shrinkage, or loss of color. *Just how the manufacturer achieved a fabric that would meet the requirements of L22 is secondary in importance to the performance of the fabric in use.*"

The customer will be very glad to hear that labels are recommended by L22 that are simply coded:

"Green—for 'Go'—for materials washable in water up to 160° F.

"Amber (or yellow)—for 'Caution'—for materials washable in water up to 105° F.

"Red—for 'Stop'—for materials which must be drycleaned."

These coded labels are illustrated several different ways, in color, in the center spread of the leaflet. A drycleaner could do nothing better than post that center spread on the counter or wall of every store, and call it to the attention of every customer.

The garment and textile industries, together with the merchants, the cleaners and the drycleaners have been at loggerheads since the start of the industrial revolution, mainly because they didn't even speak each other's languages—a veritable Tower of Babel!

To quote again: "There was only a limited number of common definitions that meant the same thing to all the people involved in the manufacture and sale of goods made from rayon and acetate fibers. Except by spelling out the product he wanted, feature by feature and specification by specification, the converter had no way of telling the mill what he was after. He could only ask for more of what he had got the previous time; and, sometimes, what he had got the previous time was not good enough.

"The same applied to the people who dyed and finished the fabric, to the people who cut it up, and to the people who sold it. It applied most particularly to the people who finally bought it, in finished form, for their own use."

L22 has provided standards that provide a common language, and recommended labels that can mean the same thing to all. *But they are voluntary.* The drycleaner must persuade his customers to ask for those labels on every rayon or acetate garment they buy, and to suggest similar labels for all other types of fabric.

It's strictly up to us!

BISHOP'S FASTEST HANDLING METHOD

CUTS COSTS IN HALF!

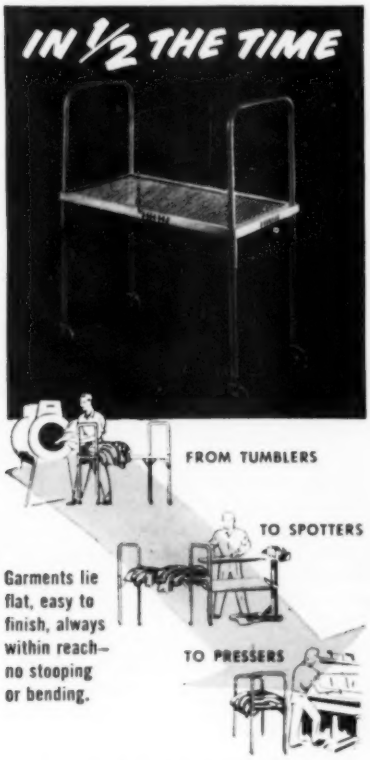


Makes every operation more efficient... more profitable

BISHOP CLOTHES CARTS

PATENTED

Speed unfinished garments from marker to cleaner, from tumbler to spotter to pressers, up to 50% faster. Eliminate space-wasting tables and bulky unwieldy baskets. Employees work directly from these carts without stooping or bending...turn out more pieces per hour with less fatigue, because garments are not wrinkled from being crumpled in a basket; instead, they lie flat on the cart for easier, faster finishing. These fireproof, all-steel carts roll smoothly, effortlessly; turn in their own length. For best results, use in multiples (smallest plants need minimum of 3; larger plants use proportionately more).



SPECIFICATIONS: Capacity 150-200 lbs. (2 to 3 open-end tumbler loads). Height 45" at ends; 18" wide, 38" long. Platform height adjusts from 23" to 35". Four 3" Neoprene swivel wheels. Ship. wt. each, 50 lbs. Model B2-100, F. O. B. Chicago:

Only **$29.50** *each in lots of 6 or more*
$31.95 *each in lots of 3 to 5*
$33.75 *each in lots of 1 or 2*

BISHOP *Self-Assembling* SORTING REEL

PATENTED

Perfect sorting method for every plant, regardless of size. Fits any system. Bishop reels replace old-fashioned straight racks for assembly. As finished garments reach assembly department, operator sorts into numbered slots corresponding to last two invoice or tag numbers. All parts of order thus automatically come together, are sent as a unit to the bagger. Operator stands in one spot to handle one reel or more... assembly slots come to her. Reel turns at a flick of the finger, at exact speed desired. Cuts assembly space in half...saves 25 miles of walking per assembler per day. No tiresome, costly carrying of heavy garments ...no crushing of finished work...no loss and "burying" of garments. No installation or maintenance cost. Can't tip or sag; may be moved easily when desired.



Number changer on reel rim lets numbers read 01 to 51, or 51 to 00, or 01-51 to 50-00 as required.

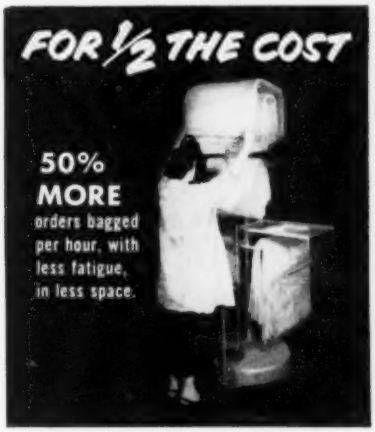
SPECIFICATIONS: Diameter (empty) 50"; (loaded) 6 ft. Floor space (loaded) 6 x 6 ft. Capacity 350 dresses or 200 suits, in 50 slots, each with belt and tie holder. Height adjusts from 62 to 80 in. All-steel. Tapered roller bearings in hub. Ship. wt. 170 lbs. No. B12-50, F. O. B. Chicago: **$111.00**

Invoice Clips, set of 50.....$9.50

BISHOP BAG-O-TEER

PATENT PENDING

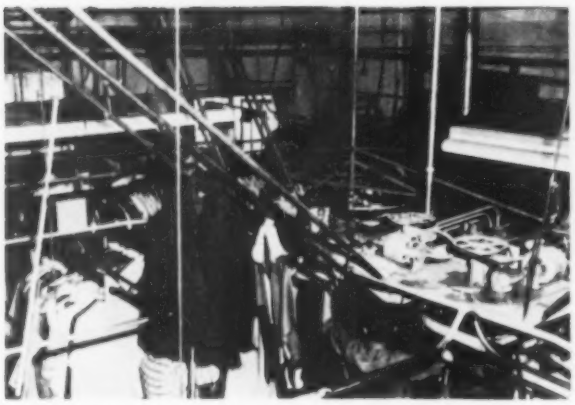
One compact, complete unit gives you every aid to fast, efficient bagging right at the operator's fingertips; an improved, tighter-gripping and faster-acting bagging rod assembly (exclusive on the Bag-O-Teer) ...overhead racks hold several hours' supply of 3 sizes of bags in proper position to be drawn instantly over garments...sturdy invoice desk holds papers, pen, stapler, etc. ...racks underneath for reserve bag storage...all on heavy non-tilt base. Your operator bags more garments faster, in less space, with no walking, no reaching, no lifting. Eliminates slow, tiring motion of pushing bag up on a suspended rod; keeps bags clean, uncrumpled, untorn. Set unit wherever desired; moves easily to new location if required.



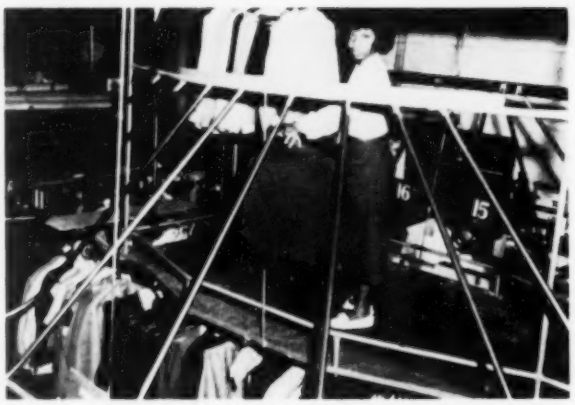
SPECIFICATIONS: Over-all height 81"; writing surface of desk 41" high; desk area 24" x 13½". Bagging rod extends to 73" high. Heavy steel base 24" diameter. Floor space 36" x 39". Ship. wt. (knocked down) 114 lbs. No. B30-2, F. O. B. Chicago: **$84.75**

Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO, MANUFACTURERS SINCE 1893



GARMENTS TRAVELING UP en route to distributing stations started on way by attendant under three-sprocket-wheel conveyor unit.



STATION ATTENDANT takes garments from receiving line; places on radiating down-lines. Gravity slides garments to storage racks below

An Elevated Clears Entire

Unique distributing adds storage space,

MOVING AND STORING the huge number of garments involved in serving its 80 stores created a serious problem for Prosperity Cleaners, Inc., in Los Angeles. A certain amount of confusion, congestion, backtracking and wasted time were aggravated by the urgent need for more garment storage space. Finding a way to lower costs was also part of the problem confronting Fred Alper, owner of the California firm.

The management engaged Cliff Wageman, well-known cleaning plant designer (now deceased). Mr. Wageman and Sam Gerber, the plant superintendent, designed and built what is probably the most unusual cleaning-plant conveyor system in the country. It is built around three widely separated distributing stations, lifted bodily into the air, 7 feet above the floor, and connected by elevated catwalks.

Outstanding results have been achieved. Among them are: (a) 50 percent reduction in distributing labor cost; (b) 22 percent increase in over-all plant volume made possible, and (c) approximately 150 linear feet of additional garment storage lines secured.

It was possible to set up such a system in this 60-by-120-foot distributing and storage room because of the exceptionally high ceiling. Distributing stations and their connecting catwalks, of all-steel construction, are suspended from massive rafters, leaving the floor below entirely clear of obstructions.

With the distributing stations elevated in this manner, it was of course necessary to devise some method of getting the garments up to them. This was accomplished by designing an ingenious sprocket-wheel unit of three wheels, positioned horizontally, with each wheel driven by a one-half horsepower motor and actuating a traveling chain conveyor.

Spurs spaced 16 inches apart were fastened on the chain to hold hangers in place as garments are conveyed upward, at approximately a 45-degree angle, on their route to the distributing stations. There is a sprocket-wheel and chain-conveyor combination for each of the three stations.



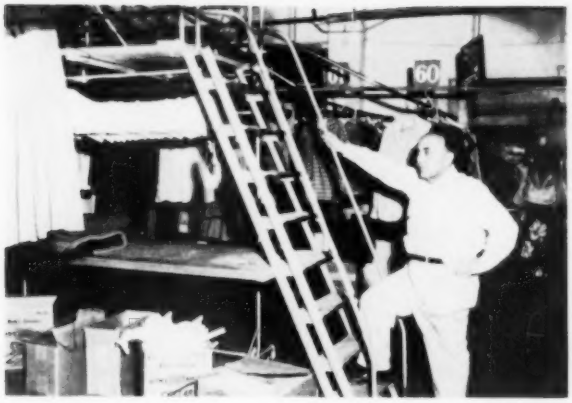
OWNER Fred Alper is well satisfied with results of installation

The chain conveyors are enclosed in 1½-inch tubing that is open along the top to permit the spurs holding the hangers to pass along freely.

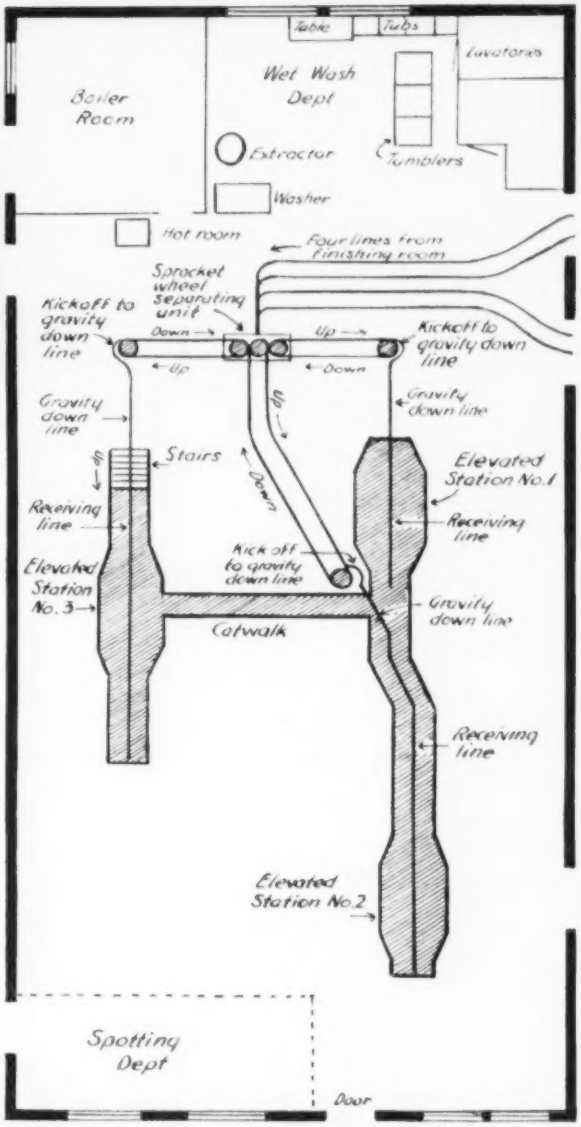
The conveyor system actually begins in the adjoining finishing room (see diagram), where finished garments are placed on two pairs of speedlines that converge into a main line leading to the sprocket-wheel unit, located about 25 feet away. Each garment bears a number indicating the store from which it came. The attendant at the sprocket-wheel unit takes garments from this line and transfers them to the chain conveyor having numbers that correspond with the numbers on the garments.

Chain-conveyor lines extend upward in three directions—one to the left, another to the right and the third in between them. Let's follow line No. 1, for example. It travels upward to the attendant's left (see diagram) until it reaches a point near the ceiling that is in line with, but a few feet higher than station No. 1, which is its destination. At this ceiling point the chain goes around another sprocket wheel and returns to the starting place.

Just a few inches before reaching the ceiling sprocket wheel, however, the garments (on hangers) are automatically kicked off the chain conveyor to a stationary line that intersects the chain conveyor at a right angle, and which slants downward until it levels out to become a receiving line extending above the distributing station. Garments of course slide down this



STAIRWAY below station No. 3 leads to platform of elevated distributing system. Plant superintendent Sam Gerber is starting up



Conveyor Floor

system cuts labor cost, handles increased volume

intersecting line and on to the receiving line by gravity.

On the receiving line above the station, garments accumulate until the line is well filled. An attendant then comes to the station and removes them, one by one, and places them on correspondingly numbered lines that radiate downward to the regular storage racks on the main floor. The number of each line is chalk-marked on a narrow blackboard extending under the ends of the lines.

There are 20 lines radiating downward from one of the stations, 25 from another and 35 from the third--a total of 80. This gravity travel factor is highly important in reducing the distributing cost. One benefit is that much handling has been eliminated on the main storage floor. Garments glide down from the distributing stations with sufficient momentum to carry them well into the floor storage racks. Since each store has its own individually numbered line, there is no need for further separation of garments and they are ready to be delivered to the stores.

The procedure just outlined for station No. 1 is repeated at the other stations. An attendant working at any station can watch the accumulation of garments at the other two stations, and can go from one station to another by means of the catwalks. Seldom are more than two station attendants required, and much of the time a single attendant can serve all three stations. This is a remarkable feature when the big volume handled at the Prosperity plant is taken into consideration.

Travel by attendants from one station to another is done safely between guardrails. The platform is formed of steel plates, heavily embossed to prevent foot slippage. It is 5½ feet wide in the area where the distributors separate garments and send them down to the main-floor storage racks, but narrows to 3½ feet under the receiving line. The 3½-foot width is adequate because the attendant merely needs to pull garments forward into the distributing area.

One station is located on the west side of the room and is connected with the two on the east side by means of a catwalk 18 inches wide and 15 feet long. There is no garment line above this catwalk, hence it is wide enough to allow free passage.

Ascent to the elevated stations is by means of a steel stairway of eight steps at the north end of station No. 3 (see diagram). Although quite steep, the climb up to the station platform is made easy by a properly adjusted handrail. The attendant can go down without risk by sliding his hands along as he grips the rail.

Prosperity's elevated distributing system was installed in such a manner that regular daytime operations of the plant were not seriously hampered. The system has been in use about four months and, according to plant officials, soon proved its value. # #



PLENTY OF SPACE with small plant store and office at left, vault at right, clerical office upper left, lunchroom upper right

Room To Expand Outside

Bigger plant built without burdensome overhead

by WILLIAM R. PALMER

A LITTLE SOUTH of Toledo, Ohio, in the city of Maumee, L. L. Baldwin used to say to himself, in tones ranging from exasperation to quiet fury, "When I build a new drycleaning plant, it's going to be *big* enough."

So he did! Early this spring he moved from his combination of converted residences in downtown Maumee, keeping only enough there to run as a pickup station.

Not many drycleaners build big plants in downtown areas these days—not if they expect to have any money left when the overhead is paid off each month. So Mr. Baldwin went to the outskirts of the city to buy a chunk of land big enough for all his future needs. He then built a plant also large enough to give him elbow room.

On the outskirts Mr. Baldwin obtained at least three features that would have been luxuries downtown: a large storage vault, adequate office space, and a lunchroom for the employees. He has room for his trucks to maneuver, parking space for his employees, a new drive-in store, a lower insurance rate, and a better workflow.

The equipment is "scattered" about the new plant, but scattered methodically. Each department is a complete unit with rails conveying work in between. Each department is so laid out that additional equipment can be added without disturbing the existing setup. All facilities such as steam mains, electrical cables, water



LUNCHROOM has windows on three sides, refrigerator, coffee urn, sink, serving table—and television. Lunches are not served because most employees can go home for lunch. Room gets big play during breaks



ROUTEMEN'S DESK for cashing up contains large drawer for each of the drivers. Even desk space at Sanitary Cleaners is roomy and well ordered like rest of plant

This year's August Business will be BIGGER THAN EVER Thanks to Another Sanitone First!

...New Student Service idea makes Sanitone licensees headquarters for handling back-to-school clothes!

This idea works because there is a coast-to-coast network of Sanitone licensees in the United States and Canada producing uniform high quality dry cleaning which satisfies customers everywhere. It is another example of the effective use of a nationally known, nationally available service. It illustrates how Emery can pick up a real sales-making idea, test it, prove it, then pass it on to all Sanitone Dry Cleaners. In passing it on, Emery provides a complete kit of materials outlining every detail on how to put this service into effect locally...

BACKED UP WITH AUGUST ADS IN THE SATURDAY EVENING POST, LADIES' HOME JOURNAL, MacLEAN'S (CANADA) AND LaREVUE MODERNE (CANADA).

Sanitone, the first and still the most effective charged system, is the basis for a complete program for quality minded cleaners. There may be a franchise open in your market. Write for details today!





APPROVED SANITONE SERVICE

Sanitone

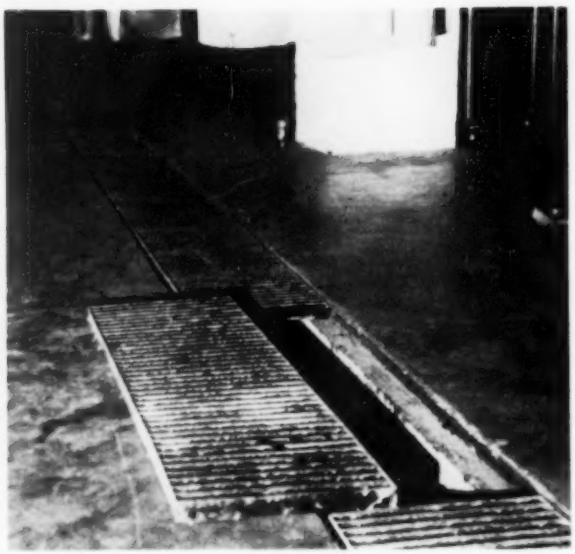
Dry Cleaning Service

Division of Emery Industries, Inc.
Cincinnati 2, Ohio

When writing to advertisers please mention The NATIONAL CLEANER & DYER



MR. BALDWIN at triple-section counter. As drive-in volume mounts he can break through wall behind him, use present private office for racks



DRAIN TRENCH bisects floor of big room. Two halves of floor slope to trench, which in turn slopes to one end

lines, etc., are large enough to carry additional loads, and are "capped" or plugged so that hooking on will be quite simple.

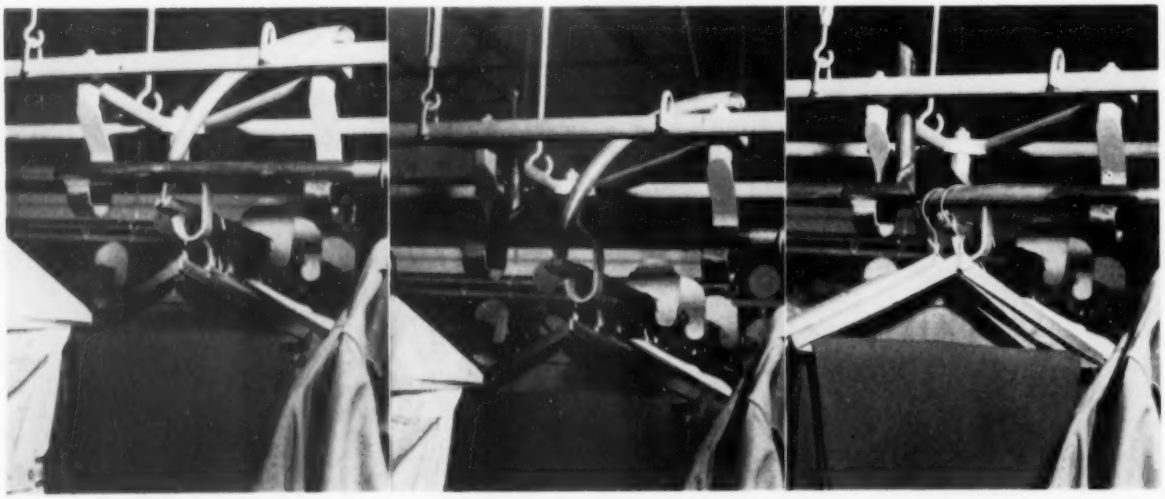
By purchasing land on the outskirts at a much lower price, Mr. Baldwin pointed out, he was justified in incurring the additional expense involved in building big without pushing his overhead too high. He will save money in the long run when his volume grows. If business levels off, he still won't be hurt.

Meanwhile, the important thing is that Mr. Baldwin now has a single-floor operation so far as production is concerned, and he still would be on one floor at double his present volume. If he had built downtown he could have put his present operation on one floor, but it would have been too costly to build for the future on that basis.

Just one of the many problems solved by moving into the new plant is ventilation. With one big room for finishing, marking and assembly, Mr. Baldwin was able to practically fill one entire wall with fourteen 30-inch exhaust fans. With doors and windows open on the opposite wall the entire room gets a steady change of air.

At the same time, to solve the problem of assemblers freezing while pressers are roasting, adjustable louvers were set *above* each fan. Since the finishing units are set along the wall, any one of the louvers and its adjoining fan could be used to make a short loop of air current, pulling the heat away from a particular unit without creating a draft in the remainder of the plant. Or alternate louvers and fans could be used to cool the entire finishing area without discomfort elsewhere.

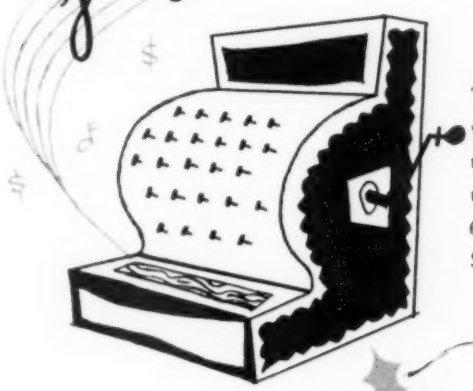
So Mr. Baldwin has been right smart and/or lucky in building on the outskirts of Maumee. Since he moved in, it has been announced that the new Ohio Turnpike will have an exit near his plant. Real estate in that area has already tripled in value. # #



SWITCHOVER used at assembly and drivers' racks. At left, mainline segment closed and curved feedline segment open. Center picture shows both open. At right, curved feedline piece down in position



"jingle bells" all year long?



There's no tune like the "jingle" of your cash register, we agree. And the way to make sure you'll be hearing those jingle bells long after the Holiday season is to use Lincoln Holiday Greeting Garment Bags . . . 6 new designs to choose from, in a variety of papers. Send coupon below for full information.



ORDER
LINCOLN HOLIDAY GREETING BAGS
NOW!

Lincoln Bag Company, Inc.

4207 WEST SCHUBERT AVENUE
CHICAGO 39, ILLINOIS

LINCOLN BAG COMPANY, INC.
4207 West Schubert Avenue, Chicago 39, Illinois

I want to know all about your 1953 Christmas Garment Bag designs. Please send me complete information.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE ___ STATE _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

25 YEARS AGO... AUG. 1928

PRICE CUTTING LOOMS AS THE BIGGEST DRAWBACK IN EFFORTS TO ESTABLISH BETTER RELATIONS WITHIN THE INDUSTRY.





(111 MEMBERS)

SURVEY OF OHIO ASSOC. CLNRS: SPENT $150,000 ADVERTISING TO GET $11⅓ MILLION BUSINESS... FIRST 20 SPENT $125,000 OF THE TOTAL FOR $6 MILLION OF THE BUSINESS

CANTON WET WASH L'NDRY, CANTON, OHIO, HIRES COUNTY BEAUTY CONTEST WINNER TO DRIVE THE DELIVERY TRUCK FOR THEIR CLEANING DEPARTMENT



10 YEARS AGO.... AUG. 1943

JOSEPH B. ARBUCKLE, GEN. MGR. CERTIFIED RUG CLNRS' INSTITUTE, PLANS ORGANIZATION OF A 'NATIONAL RUG CLEANERS ASSOC.'



'August War News'

1. CLEANERS BIG PROBLEM IS STILL LACK OF MAN POWER.
2. WAGE INCREASE FINALLY GRANTED TO NEW YORK CITY.
3. CLEANERS BEGIN ELIMINATING NONESSENTIAL SERVICES.
4. CLEANING & LAUNDRY EQUIPMENT MAY NOW BE BOUGHT AT AUCTION.
5. DRY CLNG. COMPOUNDS MAY NOW BE PACKED IN STEEL DRUMS.
6. INCOMPETENT WORKERS MAY NOW BE DISCHARGED.
7. MANUFACTURE OF PORTABLE RUG CLEANING EQUIPMENT IS SEVERELY RESTRICTED.

'GOOD HOUSEKEEPING' MAGAZINE USES PAGE IN JULY ISSUE EXPLAINING DIFFERENCE BETWEEN "WATER-PROOFING" AND "WATER REPELLENCY"

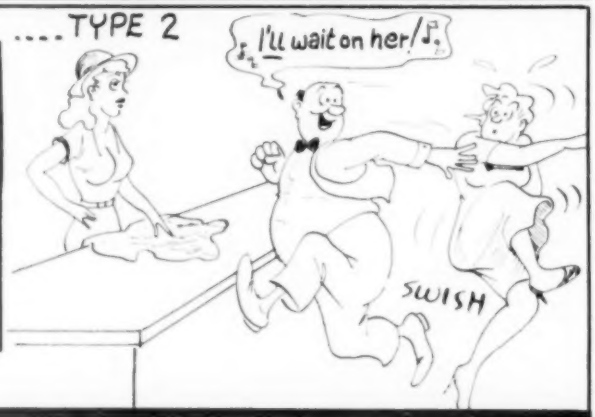


Jay Bellew

(COMPLAINTS)..... TYPE 1



.... TYPE 2

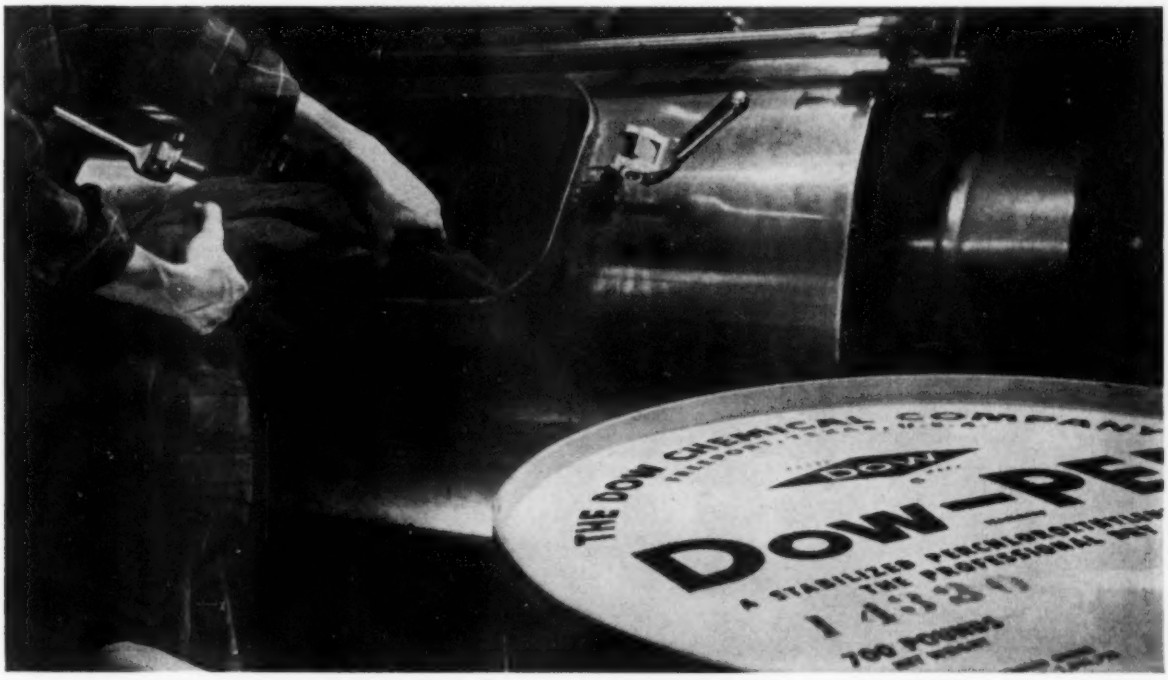


TODAY! "THE LITTLE SHOP AROUND THE CORNER"

DOW

INCREASE YOUR PROFITS WITH Dow-PER DRY CLEANING SOLVENT

Dow-PER keeps your operating costs at a minimum and gives you the highest quality work.



Your profits are controlled by your operating costs and the number of customers you have. By using Dow-PER* you greatly increase your profit margin because:

Dow-PER LOWERS OPERATING COSTS

1. High Solvent Recovery—Dow-PER enables cleaners to capture vapors from garments quickly and easily. Dow-PER gives more cleaning mileage per drum.

2. Ease of Reclamation—Dow-PER'S stability permits continued distillation giving you "good as new" Dow-PER that can be used over and over. Dow-PER lasts longer.

3. Shorter Cleaning Cycle—The deep penetrating power of Dow-PER cuts grease faster. And, the grease stays in suspension, does not redeposit on the fabrics, eliminating extra spotting time. You can clean more clothes a day with Dow-PER.

4. Lower Insurance Rates—Dow-PER is nonflammable—will not cause a fire under any circumstances. This safety feature means lower insurance rates. You can operate a safe plant for less with Dow-PER.

Dow-PER BUILDS BUSINESS

Colors are brighter, clothes are soft, fresh and new looking. Every customer is a satisfied customer and this means repeat business!

These benefits and many more are yours when you use Dow-PER. Be sure to contact your Dow distributor today. He has complete information on Dow synthetic solvents and will be glad to assist you in every way. THE DOW CHEMICAL COMPANY, Midland, Michigan.

*Trade Name

you can depend on DOW SOLVENTS

DOW

When writing to advertisers please mention The NATIONAL CLEANER & DYER

PROOF OF THE ARMSTRONG "UNIT TRAPPING" PUDDING



They say, "the proof of the pudding is in the eating." These plants have proved the Armstrong "Unit Trapping" pudding:

Sun-Ray Cleaners — 15% fuel saving and 15% production increase with unit trapping.

M. Wile & Co. — 14 tons of coal saved per month after unit trapping garment presses.

Eclipse Laundry and Dry Cleaning Co. — Unit trapping helps secure 100% increase in output with negligible increase in fuel cost.

ARMSTRONG UNIT TRAPPING CAN DO THIS FOR YOU:

1. Positively remove air and condensate from machines.
2. Make temperatures higher and more uniform.
3. Increase output.
4. Reduce heat loss.

Complete Unit Trapping details are given in Bulletin No. 1931. Fill out coupon below and mail for your free copy.

ARMSTRONG MACHINE WORKS
850 Maple St., Three Rivers, Mich.

SOLVENT FILTER AIR VENT





This reliable Armstrong No. 21 Air Relief Trap gives positive venting under filter pressure. Inner parts are chrome and stainless steel. It won't stick, bind or clog. For trouble-free air venting use Armstrong's No. 21 Air Relief traps. Send coupon for complete data.



CLIP TO COMPANY LETTERHEAD AND MAIL

ARMSTRONG MACHINE WORKS
850 Maple St., Three Rivers, Michigan

Please send me:

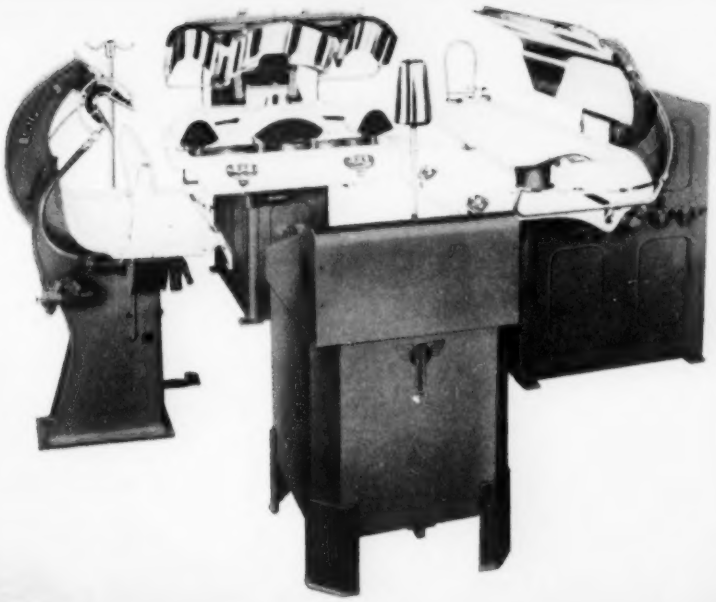
- ☐ Bulletin No. 1931
- ☐ Data on the No. 21 Solvent Filter Air Relief traps.

Name_____
Please Print

Position_____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

"SURE I RELAX



... my girls love Unipress balanced press operation"

Distinguished for the "hand-ironed" finish that sells housewives

UNIPRESS

2-Girl 3 Press Shirt Finishing Unit

We pamper our shirt customers with quality and service. Our popular Unipress 2-Girl 3 Press Shirt Finishing Unit delivers the satin-smooth quality finish we demand and actually lessens operator fatigue.

Our production is up yet the 3 "Glide-Liner" presses instead of 4 ordinary presses lowered our investment. For higher production, lower cost with quality finishing see the Unipress 2-Girl 3 Press Unit.

Write today for complete information on the Unipress 2-Girl 3 Press Shirt Unit.



more quality shirts get done with **UNIPRESS**

2800 LYNDALE AVE. S., MINNEAPOLIS, MINN.

THE UNIPRESS COMPANY
2800 Lyndale Avenue, S., Minneapolis, Minnesota

Please send us your free catalog describing the Unipress 2-Girl 3 Press Shirt Unit.

Name

Firm

Address

City Zone State

SHIRT LAUNDERING FOR THE DRYCLEANER, PART I

Shirt Sideline Evens Seasonal Slumps

Profitable service is year-round leveler of peaks and lows and aids drycleaning volume

by HANK MOZDZER

SHIRT SERVICE offers a terrific potential for attracting new customers and making more profitable customers out of the old ones.

According to a survey conducted this year in Milwaukee, one plant that handled 22.1 percent of that city's drycleaning trade also did 14.1 percent of the shirt laundering. This would indicate that **nearly two-thirds of this plant's cleaning customers are also shirt customers.***

The importance of the shirt laundry as an incentive to better business is being rediscovered by an increasing number of drycleaners. Nearly 13 percent of our readers, according to our recent survey, now operate shirt departments as a profitable sideline, doing their own processing. Many more are farming out the work.

If you would like to curb the violent fluctuations in business volume, the regular cycle of feast and famine, the chore of hiring and firing, then the shirt-laundry sideline merits your investigation.

Here are some of the reasons why many cleaners have found shirt laundering to be a good dependable business:

1. Shirts are a permanent item of wearing apparel. They are standard equipment for people in all walks of life. The swelling population has increased the number of potential shirt users and rising living standards have made it possible for men to own more of them. According to the Cluett, Peabody & Co., Inc., national survey among urban consumers in 1947, the average male owns nearly eight shirts (the latest figures available).

2. Shirts require almost constant maintenance. Day and night, winter and summer, rain or shine, men are constantly wearing, using and soiling shirts. This garment serves its wearer only a limited number of hours before it must again be washed and ironed. The service frequency rate is high and steady.

3. Shirt tailoring is relatively standardized. Naturally, sizes differ but in dress shirts there are few radical style changes to require special handling or warrant additional equipment. It seems safe to predict that dress shirts, unlike women's fashions, will retain sleeves, collar, bosom and tail for some time to come.

4. Shirt laundering is profitable. Profits of 20 and 25 percent before taxes are not unusual in this department.

* See "Why Over a Fifth of Milwaukee's Families Choose Spic and Span," June NATIONAL CLEANER & DYER, p. 38 ff.

Why and How

This article begins a series on shirt laundering for drycleaners with the "Why." Subsequent installments will discuss the "How"—covering such topics as equipment layout, washing procedures, finishing techniques, marking and assembly, packaging and merchandising.—EDITOR

The cleaner can realize further savings in the way he handles sport shirts. Last year, two out of every three shirts manufactured were sport shirts. Of this number, one-half the sport shirts were made of cotton. This means that instead of drycleaning or wetcleaning sport shirts, as he has been doing, the cleaner can turn them over to his shirt laundering department. There they can be done faster, at less expense, and will help reach peak production on the new equipment early in the game.

Shirt service is profitable in yet another respect. It gives the cleaner another selling point in his advertising and also helps spread the advertising cost. That is, the cleaner gets two shots at the customer—with one he asks for his drycleaning, with the other his shirts. Then a percentage of additional revenue brought in by shirts can be pocketed as more profit, or used to increase the advertising budget.

5. Shirts help drycleaning. What is more surprising, drycleaners find that shirt service actually bolsters the drycleaning volume. People are more inclined to bring dryclean items along with the weekly shirt bundle. The advantage to the cleaner is evident—a steady year-round volume of shirts and a corresponding trend to leveling and expanding drycleaning volume.

A Word of Caution

Lest we paint too bright a picture, this is not to advise a hasty entry into the shirt laundering and finishing business. It is not a cure-all that can be applied in every case. There are numerous and sundry considerations which must first be made.

First off, do you have enough space? There's no point considering this service if you haven't room for it. A great many plants simply do not have enough room for any expansion program.

As a minimum, the smallest shirt laundry and finishing department will require about 175 square feet of floor space. The equipment might actually be crowded

Shell-Sol

Dry Cleaning Solvent

Approved and listed by
The National Institute of Drycleaning

LISTED WITH UNDERWRITERS RE-EXAMINATION SERVICE

SHELL OIL COMPANY
50 WEST 50th STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA

SHELL

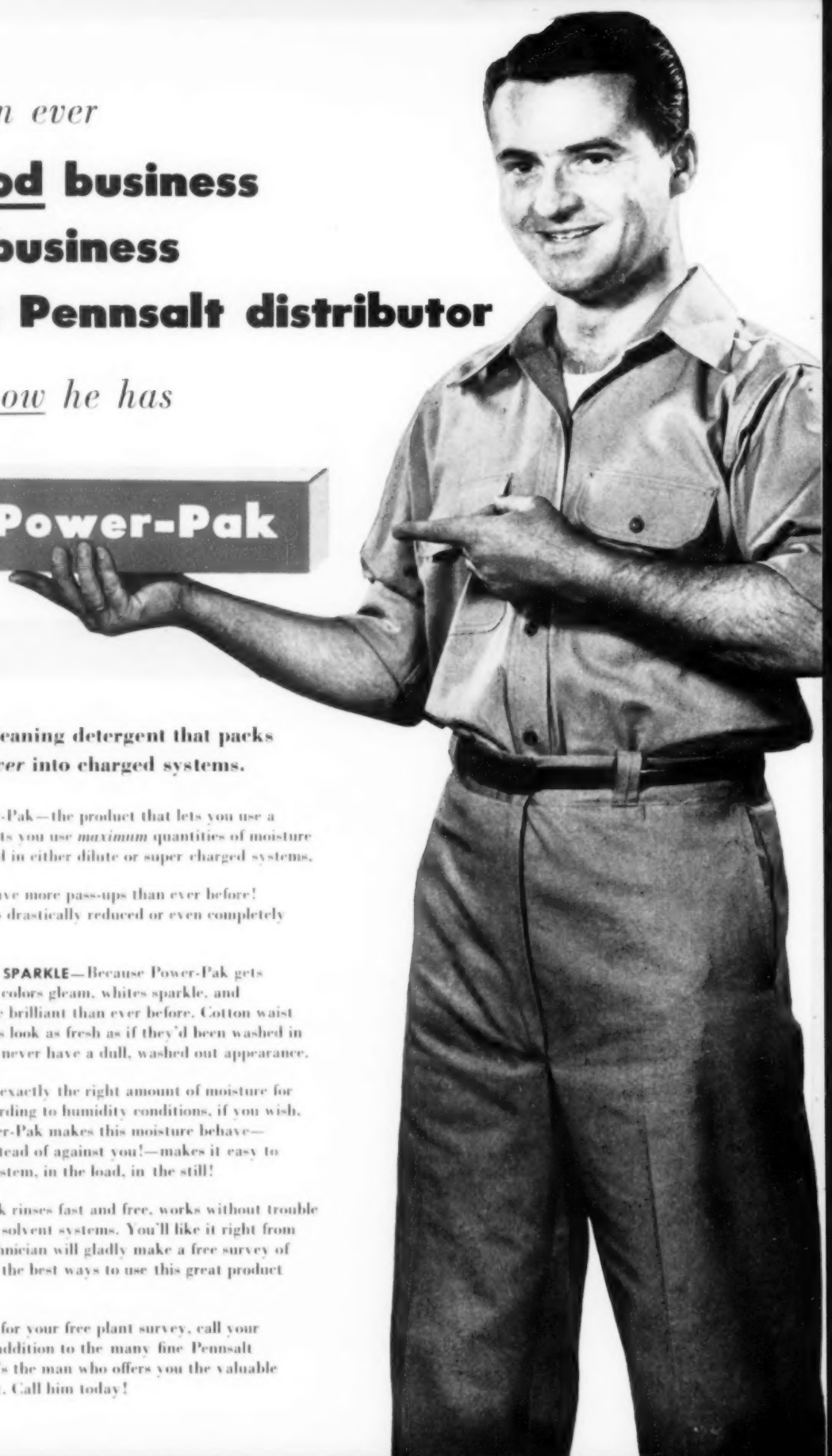
When writing to advertisers please mention The NATIONAL CLEANER & DYER

More than ever

It's good business to do business with a Pennsalt distributor

because now he has

New Power-Pak



—Pennsalt's dry-cleaning detergent that packs *more cleaning power* into charged systems.

Power-Pak is here! Power-Pak—the product that lets you use a *full charge* of detergent, lets you use *maximum* quantities of moisture when needed! Can be used in either dilute or super charged systems.

With Power-Pak you'll have more pass-ups than ever before! You'll find wet-cleaning is drastically reduced or even completely eliminated!

COLORS GLEAM, WHITES SPARKLE—Because Power-Pak gets deep-down soil, you'll see colors gleam, whites sparkle, and backgrounds become more brilliant than ever before. Cotton waist bands and pockets in suits look as fresh as if they'd been washed in soap and water. Yet silks never have a dull, washed out appearance.

With Power-Pak you use exactly the right amount of moisture for each load, varying it according to humidity conditions, if you wish. Hydratroll action of Power-Pak makes this moisture behave—makes it work *for* you instead of against you!—makes it easy to control moisture in the system, in the load, in the still!

FREE SURVEY—Power-Pak rinses fast and free, works without trouble in petroleum or synthetic solvent systems. You'll like it right from the start! A Pennsalt technician will gladly make a free survey of your operation, point out the best ways to use this great product in your plant.

For more information, or for your free plant survey, call your Pennsalt distributor. In addition to the many fine Pennsalt dry-cleaning products, he's the man who offers you the valuable services listed at the right. Call him today!

into a much smaller area, but this should never be done at a sacrifice of aisle and storage space.

There should be an ample number of aisles to permit the work to flow smoothly. As far as possible, they should be straight and of sufficient width. In the finishing department, aisles should be 6 feet wide to allow free passage of trucks and hampers. Under no circumstance should a machine be set up so that its operator will be continually annoyed and interrupted by traffic in the aisle.

It is also important to provide adequate storage space between departments—although too much can be as bad as not enough. A good general rule is to provide sufficient storage space for each department to hold one hour's supply of work. In this way production is speeded since it makes closer coordination between departments essential. Bear in mind that overcrowding can be uncomfortable, costly and dangerous.

If you have the space, then **analyze your market.** Is your present location right for shirt service? It stands to reason that the shirt traffic will be heavier in areas which have a preponderance of white-collar workers. Study the income level of the community. The best prospects for such a service are in the upper- and middle-income groups, among native-born families.

Where a large segment of the population of a community is made up of workers with limited income or persons of foreign birth, customers will be harder to get. Once in the shirt laundering business, however, do not discourage this limited-income and foreign group from bringing in their small 2- and 3-shirt bundles, as many laundries do. For drycleaners find the bulk of their orders contain only two or three shirts—from people who haven't the nerve to take so few to the laundry.

Don't overlook the competition. You may be faced with competition from other drycleaners who have already made shirt service available. Your chances are obviously better if you are among the first in this movement. Established laundries, naturally, present a formidable handicap, although a national survey of urban areas revealed more than 20 percent of laundry users did not send their shirts to the laundry. (Survey co-sponsored by the American Institute of Laundering and the Procter and Gamble Company, 1951.)

More recently, it has been observed that drycleaners do not actually compete with the laundries for the shirt trade. The "new" shirts are coming out of the "home laundry." This is a good sign. For generations the housewife has had the job of washing shirts at home. With the coming of the home washer and the launderettes to ease her burden she had been regarded as more of a competitor than ever before. And here are shirts coming out of the home!

Apparently the point too long overlooked is that women don't like to wash and iron shirts any more than they ever did. They can't wash them as clean, iron them as well or fold them as neatly as the drycleaner's shirt department can.

These may be points to play up in your advertising program. This do-it-yourself group will respond to the right kind of sales appeal. More about this in a later chapter.

Study the competition objectively. What sort of job is presently being done? Are there widespread complaints about poor laundering, improper starching or missing buttons?

If there is room for improvement, you can—and should—attract customers by offering quality work. What's more, you can expect a better price for it. The

Service "extras" your Pennsalt distributor offers

The Pennsalt distributor's business is built on service—and it's service that *only* he can give. His customers benefit in dozens of ways, just as you will when you do business with him. Here are some of the things you can expect:

1. PROMPT SERVICE—The distributor's warehouse is nearby and he knows your needs well because of his frequent contact.

2. EXACT SERVICE—The distributor carries an adequate supply of the items you use so he can fill large and small orders promptly and exactly.

3. TECHNICAL INFORMATION—The distributor and his salesmen have extensive experience in solving the technical problems you face, and they are backed by a nearby Pennsalt specialist.

4. BUSINESS INFORMATION—The distributor knows much about plant operation, advertising, finance, and other fields that are part of your business. He keeps you up on the newest developments affecting you.

5. PERSONNEL LEADS—The distributor maintains a file on available qualified men. He can help you locate a new foreman, superintendent, or other technically trained persons.

6. PROMOTION—The distributor is eager to assist in promoting the wider use of laundry and dry-cleaning services.

7. RELIABILITY—The distributor's interest is *local*. Your success is, to a great extent, his success. He has a stake in your business, and does every thing he can to earn your trust and good will.

Let your Pennsalt distributor prove these statements soon!

PENNSYLVANIA SALT MANUFACTURING COMPANY
Laundry & Dry Cleaning Dept.
East: 364 Widener Building, Philadelphia 7, Pa.
West: 2168 Shattuck Ave., Berkeley 4, Calif.
Power Pak is a trademark of PSMCO.

Pennsalt Chemicals

drycleaner has a unique advantage at this point. His customers have been conditioned to pay more and expect more from him. Already they entrust their most expensive garments to his care. Items which cannot be safely handled in the home are even labeled by the manufacturer to the effect that they should be drycleaned. These tags wihout a doubt have helped boost the cleaners' prestige.

The cleaner is already handling many sport shirts for his customers. It is therefore logical to conclude that quality will be maintained in dress-shirt finishing and the discriminating will seek him out.

If the quality of the competition's work is adequate, then perhaps your opportunity lies in doing faster work. Many customers dislike waiting a week for shirt delivery. You might attract their patronage by offering a one-day service. This should not imply a sacrifice in quality, however.

How much business can you expect? There are a host of imponderables which make any rule of thumb impractical. As explained earlier, it would depend on the consumer, the community and the competition.

If yours were the only plant in the area, the phone book, city directory or voting list might be used to determine the number of male residents. To find the approximate number of shirts, multiply by four (representing half the average man's inventory). Where a shirt finishing unit is being installed in a laundry, some engineers estimate the potential at five shirts for every laundry bundle coming into the plant.

A much simpler way, of course, would be to ask the customers already using your cleaning service if such a service would interest them. This approach requires some caution since people are often inclined to be much too agreeable.

Not a few drycleaners got interested in the shirt business by first offering the service and farming the work out. This method provides a highly accurate count of the actual shirt volume from week to week.

How much is enough? Estimates vary. However, in discussing this moot point with allied tradesmen it was generally agreed that the drycleaner should seriously consider installing shirt equipment when he handled, or expected to handle, between 750 and 1,000 shirts per week. (A minimum of 1,000 shirts at 20 cents each is thought to be necessary in a high-cost area to reach the break-even point after chalking off depreciation.)

Many variables exist, besides labor and steam and taxes. A lot will depend on the type of equipment used. The amount of advertising and promotion will influence the figure just as the cost of soap or padding will. These are only a few of the factors.

What equipment is required? By the time you have reached the purchasing stage you have no doubt checked trade magazines, machinery catalogs and other literature and been overwhelmed by the number, size and types of laundry and finishing equipment available. There are 25-pound washers and 50-pound washers—automatic, semi-automatic and otherwise. Finishing units are designed for one, two, three and four girls, who may operate anywhere from two to six presses.

You will note that some units have sleevers, either cabinet-type or open-type, while others come with sleeve presses. On pursuing this particular problem you will find that the open sleever may be less expensive, but the shirts need to be touched up. And while the sleeve press may do a better job, the cabinet sleever is faster, but requires more room.

What you will eventually purchase will depend on your anticipated volume of business, the space available, the quality of work desired and the amount of money you can afford to spend. It is long-range economy to buy larger sizes when selecting machinery, but your main objective should be an evenly balanced operation with a well-distributed work load.

Consult recognized equipment manufacturers. Often they provide an engineering service. Their recommendations following a survey will indicate the best

Shirt Tale

Ever stop to think how the laundry business got to be a multimillion-dollar industry? Well, it owes it all to dirty shirts.

It all started back in those exciting days when the Forty-niners invaded California looking for gold. The prospectors had difficulty getting their shirts laundered. For one thing, there wasn't a woman within 500 miles. Some of the early settlers had been sending their work by ship all the way to the Hawaiian Islands and waiting six months for delivery.

It took a disappointed miner to recognize the golden opportunity. As legend has it, this miner scrounged a donkey engine from a wrecked ship and hooked it up to a crude washing machine. Since he could offer quicker service than his Hawaiian competitors, he was in business. And that's how the laundry industry was born in the continental United States. By 1851, the Contra Costa Laundry was operating in Oakland, California.

Shirts and collars, in fact, were the mainstay of the laundry industry up until the time of World War I. Then came large-scale expansion, the beginning of wet wash, laundry services priced by the pound, and the whole family bundle coming into the plant for finishing.

Today, the annual volume of business for the laundries in the United States amounts to well over $800 million, and the industry employs nearly 300,000 persons.



"But that's the purpose of sales campaigns. They're intended to put you in a higher income tax bracket!"

When you're faced with a dye fade ...of any color, in any fabric

reach for the YellowGo



Fugitive dye stains—from colors that have run, bled or printed off—are no problem when you use *YellowGo*. Safe, sure and easy to use...in a bath or as a spotter... *YellowGo* takes out the fade color without injuring original color of the fabric. Removes RED, GREEN, PURPLE, BLUE, BROWN, BLACK, YELLOW and all other reducible dyes...yet will not whiten off-whites. *YellowGo* saves time, saves money, saves customers for laundries, dry cleaners and rug cleaners alike...costs only 5¢ a gallon of stripping solution.



Available in quart bottles, gallon jugs, 5- and 12-gallon carboys

● There's no substitute for YellowGo... order it by name from your jobber

For stain removal that's certain and safe...

Get on the Wilson "GO" Line

YellowGo — titanium-type liquid dye stripper
ColorGo — powdered bleach and stripper
SpotsGo — general spotter
DroGo — volatile dry spotter
TarGo — action-loaded spotter
RustGo — rust remover
SoGo — penetrating agent
InkGo — oxidizing bleach
QwikGo — protein digester
RadGo — writing ink remover

When writing to advertisers please mention The NATIONAL CLEANER & DYER

setup for your plant. Each and every plant tends to be unique in some respect.

Basically, every shirt department will contain: washer, extractor, finishing unit. Optional equipment includes—among other things—a starch cooker, button sewer, marking machine and possibly a tumbler for "conditioning" before finishing. Minor but no less important are racks, bins, tables, damp boxes, etc. Some of these miscellaneous items may be built on the premises by a handyman. Again, the size and number of pieces will depend upon the volume handled.

Quite often, when a cleaner installs a shirt laundry, some of his power-plant equipment will prove inadequate and will have to be replaced. We mean boilers, water heaters and air compressors.

In most laundries the largest single item of steam demand is water heating. Ordinarily, heating water requires about two-thirds of the boiler output. The remaining third goes to finishing and other plant equipment.

About the smallest shirt department—one which requires three operators—needs a minimum of 7 boiler horsepower of steam at 100 pounds pressure. If your present boiler is rated at 10 bhp or under, quite likely you will have to buy a larger one—or another small boiler if your city requires an engineer for larger boilers.

If hot water is provided by the landlord, it should be available in sufficient quantities—a maximum of 90 gallons of hot water per hour over a $\frac{3}{4}$-inch water line. Where this service is not provided, a hot water heater with a capacity of 150 gallons per hour at 180° F offers a good working margin for the unit described above.

In many cities the water is "hard." That is, it contains mineral salts which change the soap from a cleansing agent to sticky, insoluble particles, or curds, which entangle dirt and adhere to fabrics. When ironed, these curds cause stains, grayness, and generally unsatisfactory work. The use of untreated water in many areas will waste from 40 to 80 cents of every dollar you spend for washing supplies. If this hardness occurs in your locality, a water softener should be installed. It will pay for itself in a comparatively short time.

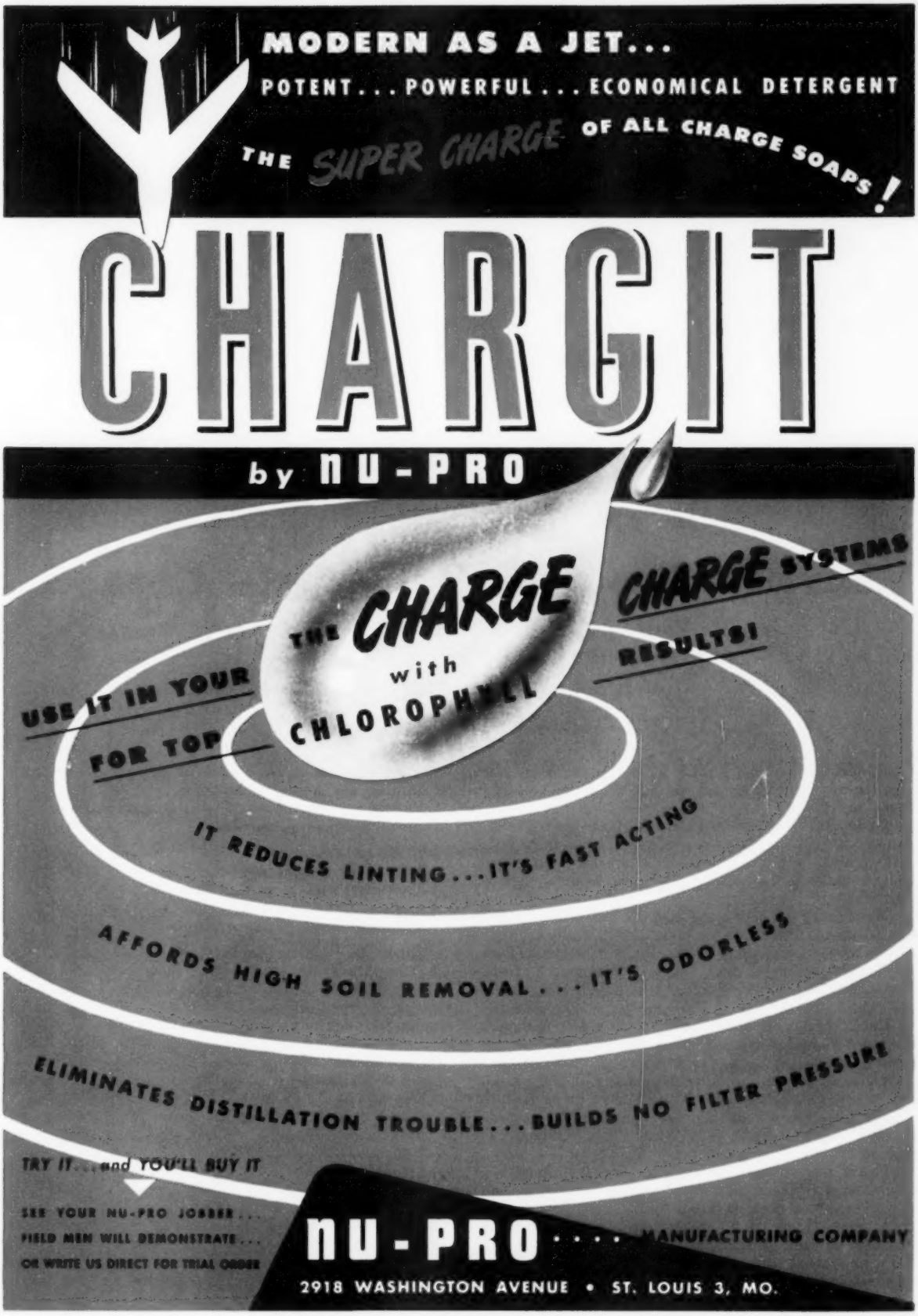
Compressed air required is found by totaling the compressed-air requirements for all the machines in the plant. Check the rating of the compressor now being used. Can it handle the extra load demanded by the finishing department? The small three-operator laundry mentioned earlier needs at least a $1\frac{1}{2}$ to 2 hp compressor.

While you're at it, check to see if your electrical facilities are adequate. Standard shirt equipment normally operates on 220-volt, 3-phase, 60 cycles, as well as 110-volt, 1-phase, 60 cycles.

There are several additional factors to keep in mind when figuring costs. Most price lists are given as FOB factory, which means delivery costs must be added. And installation charges generally run an extra 15 to 20 percent of equipment and machinery costs. Conservatively speaking, the cleaner seeking a weekly volume of 1,500-2,000 shirts should expect to invest an estimated $8,000 to $11,000 in a new shirt department. # #



When writing to advertisers please mention The NATIONAL CLEANER & DYER



When writing to advertisers please mention The NATIONAL CLEANER & DYER



GLAZING, as in samples shown above, proved major cause of dissatisfaction with sport-shirt laundering

Survey Shows Sport Shirts Glazed

Celanese finds mishandling and neglect of two-thirds of potential shirt volume

CUSTOMERS AREN'T HAPPY when their acetate and viscose sport shirts are glazed. They don't hesitate to say so, either.

Plenty of warnings have been given against using too much heat and pressure in the shirt unit to finish such shirts. Yet many plants keep on losing customers daily by continuing to return shiny, glazed sport shirts.

With these shirts coming into the market in increasing numbers, this negligence is hard to believe. Yet a recent survey conducted by Dr. W. E. Coughlin, director of consumer services, Textile Division, Celanese Corporation of America, clearly indicates that such is the case.

Dr. Coughlin bought over 120 sport shirts. A third of them were copper-colored gabardines made of an acetate-viscose blend, selling at $3.95 retail. Another third were chocolate-colored gabardines made of 100 percent viscose, costing $5 at retail. The balance were made of a chocolate-colored novelty crepe fabric, 100 percent acetate, and cost $8.95 in a retail shop. All had long sleeves.

The shirts were "wet out" by soaking them in a tub of water. Then they were heavily extracted. That was all that was done to them.

A set of three shirts (one each of the three fabrics) was sent to each of 41 Celanese employees and friends living in various parts of the country. They were asked to send them to the laundry (any laundry) for one regular laundering and finishing. The only stipulation was that the "customers" were to instruct the laundry to launder, not dryclean, the shirts.

Each man was supplied with a questionnaire consisting of four simple questions:

1. Name of laundry.
2. Price of laundering.
3. Wearer's name and address.
4. Are you satisfied with the appearance of these shirts? If not, please state why.

Shirts and questionnaire were to be returned to Dr. Coughlin's office after the shirts had been laundered. After the survey was completed and the results tabulated, the sport shorts were returned to the participants for their own use.

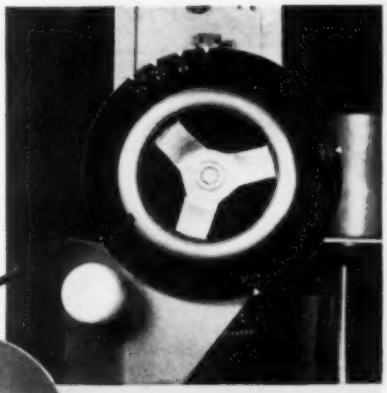
Replies were received from 39 men. They represented samples of the work being done by 39 different plants in 36 towns or cities in 17 states all over the country and in the District of Columbia.

Here's how the work stacked up:

Fourteen of the men reported that their shirts were "satisfactory." Three said they were "passable" and 22 said that the work was "unsatisfactory."

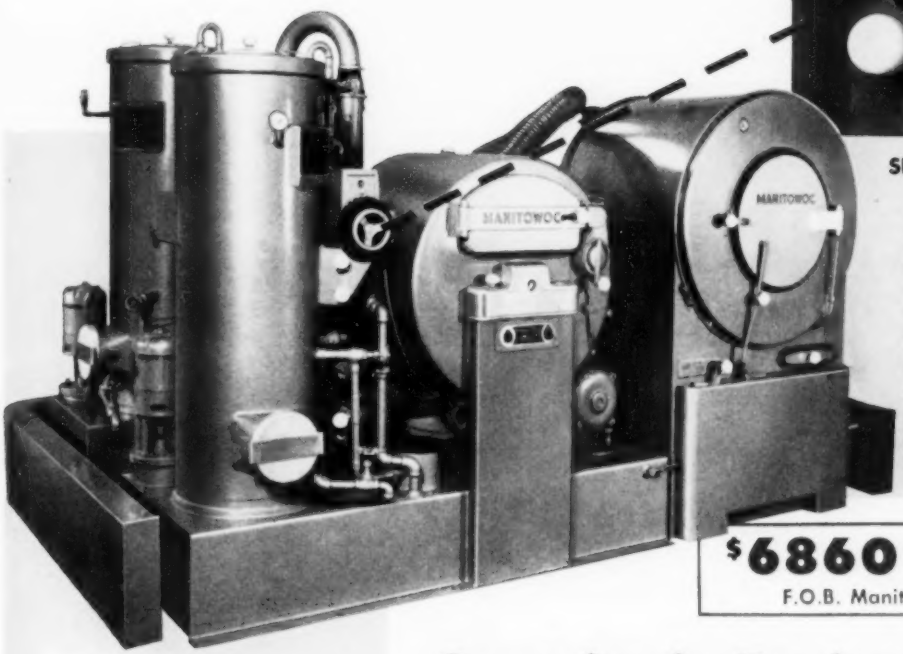
The quality of the work did not seem to bear any direct relationship to membership in the American Institute of Laundering. Seventeen of the 39 plants are AIL members, according to the most recently published roster of membership. Of the 14 plants doing satisfactory work, 5 are AIL members. One of the 3 plants doing passable work belongs to AIL and 11 of

new *Manitowoc* perchlor **SSS** unit

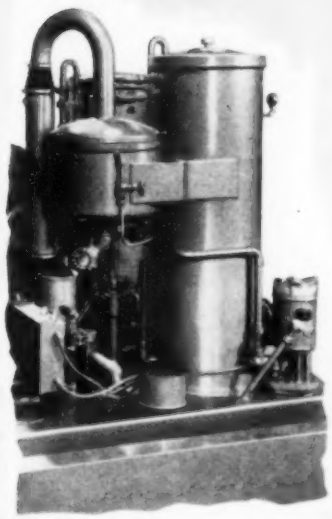


SELECTO-CYCLE Control

Finest feature of any — "Selecto-Cycle" — controls SSS System electrically and mechanically. Enables you to adjust sequence of operations and time, to suit nature of load. More simple, more flexible, more practical than any other.



$6860 Complete
F.O.B. Manitowoc



Rear view of unit showing separate solvent storage tank, still, filter and pump for solvent rinse operation. Strong soap filter tank and storage tank with washer-extractor mounted at front of unit. Compact, accessible design reduces floor space requirements.

Superior in Design, Construction, Performance

Here's a great new Manitowoc SSS Unit, specifically designed and built to provide superior performance, employing the 2 Bath System. It is extremely simple in design and operation — with a remarkable Selecto-Cycle Control which permits the most flexible type of operation.

This Manitowoc gives you many advantages, many extra, fine features — and of course the added advantage of dual drum design for more capacity (105-120 lbs. hr.) and finest quality cleaning. A Manitowoc costs less to buy, costs less to own and operate; gives you maximum capacity and lowest net cost per pound of dry cleaning. Get the facts and you'll get a Manitowoc. Send for complete details today.

Manitowoc
UL
Synthetic
PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP.
512—16th Street
Manitowoc, Wisconsin

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Sport-Shirt Pricing

Type of Plant (Total 39 plants, 117 shirts)	Method	Rating	Price
1 drycleaning plant operating shirt laundry	Laundering	Unsatisfactory	Not given
5 hand laundries	Hand laundering	3 satisfactory	35, 40 and 50 cents
		2 unsatisfactory	25 and 30 cents
33 power laundries	2 hand laundering	1 satisfactory	27 cents
		1 passable	25 cents
	4 drycleaned	4 satisfactory	25, 35, 50 and 50 cents[1]
	27 power-equipment processing	6 satisfactory	22 to 40 cents
		2 passable	20 cents only price given
		19 unsatisfactory	20 to 40 cents[2]

[1] One of the 50-cent plants informed customer it would cost 64 centsto have shirts laundered. Routeman from this plant said its presses were too hot to handle these fabrics satisfactorily.

[2] One customer explained he paid 69 cents for three shirts (23 cents each) because they were sent in with fluff-dry bundle; in list-price bundle charge would have been 32 cents each.

the 22 plants doing unsatisfactory work are AIL members.

Of the 42 satisfactorily finished shirts, 12 were drycleaned in spite of the customers' instructions to have them laundered. In fact, the men who cooperated in the survey had a lot of difficulty getting the laundries to *launder* the garments—a high percentage insisted on drycleaning them.

Nine of the shirts were washed and finished by hand in hand laundries. Three were washed and finished by hand in a power laundry. The balance were washed and finished on laundry shirt units.

All shirts in this "satisfactory" category were returned in perfect or good condition with a slight glaze appearing on only one of them. That was one of the acetate-viscose gabardines which had been drycleaned.

Of the nine shirts returned in passable condition, highlights, objectionable glaze and moire effect were the chief objections by the customers. One man pointed out that, in addition, his shirts were returned in a "limp" condition. Three of these shirts were hand-finished.

"All shirts glazed" was the single complaint of exactly half of the 22 men whose shirts were returned in an unsatisfactory condition. This single commentary is indeed a condemnation which altogether too many plants are apparently receiving daily and doing nothing about. In this particular case it means that well over 33 of the 66 shirts in the "unsatisfactory" group were glazed so badly that it was the sole reason for the customer's dissatisfaction.

Actually, many of the other shirts were just as badly glazed but the customer's comments consisted of such phrases as:

"Don't bother to return them to me, because they are unwearable" (several said this).

"Acetate ruined—poor pressing and some shine on others."

"Not good enough to be considered passable."

One gentleman's wife handled the questionnaire for him. In reply to question No. 4 she wrote:

"No. Because they're shiny and give the appearance of well-worn shirts. As far as the laundry is concerned, they're all right, but I definitely think all sport shirts should be done by hand. I wouldn't want my husband to wear the shirts as they are now for 'good.' Maybe they'd come back to looking good after they're done over by hand, but I have my doubts."

Six of these 66 "unsatisfactory" shirts were hand-laundered. All the rest were washed and finished with power-laundry equipment.

Two-thirds of all the shirts manufactured today are sport shirts. Thus, many of these plants appear to have ruled out two-thirds of the potential shirt market from their sales plans.

This appears to be a wide-open opportunity for drycleaners to move into the shirt laundering field. Any firm can be sure of good volume by putting out a satisfactory sport shirt at 5 to 8 cents above the dress-shirt prices. This is in contrast to prices for drycleaning sport shirts, which are generally too high to keep the shirts coming back week in, week out. # #

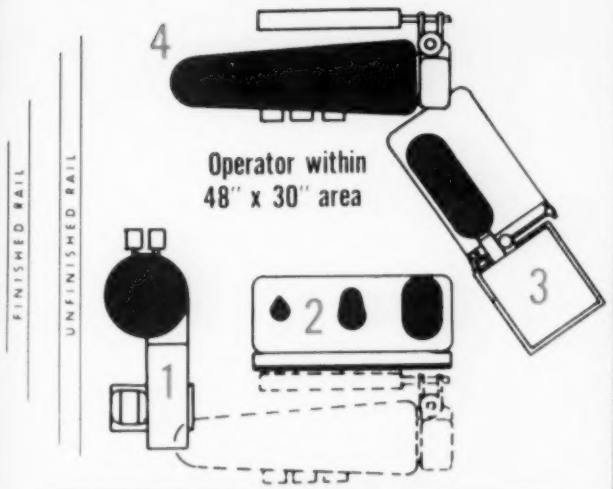


"You mean this is the first time you've ever seen a spotter with his hat off?"

Time Saver Space Saver

ONE-GIRL SILK-FINISHING UNIT

1. CONDITION (Cissell Garment Conditioner.) 2. TOP (Cissell 3-Way Puff Iron Set.) 3. SLEEVE (Cissell Sleeve Finisher.) 4. SKIRT (Cissell Steam-Finishing Board with Cissell Steam-Electric Iron with Electric Thumb Control.) These four pieces of equipment may be arranged so compactly that an operator can work within a 48" x 30" area; only 6½' x 8' floor space is required. Add as many units as needed for line operation; rotate layout 180° for operation on opposite side of speed rail.



For difficult-to-finish parts of a garment . . . the industry's finest

CISSELL PUFF IRONS



THIS IS STEP NO. 2 in silk finishing. Use the Cissell three puff iron unit—No. 2 Mushroom, No. 1L Shoulder, No. 3 Egg. With Cissell Puff Irons, you get famous Cissell valves—guaranteed for one year against leakage or repair costs—no parts to cause trouble. Puff Iron heads molded from highest grade aluminum, equipped with pads and nylon covers. (Polished heads, less covers, also available.) All metal table. Cissell Three-Way Puff Iron Set, illustrated, $130. F. O. B. Louisville, Ky.

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC.

831 S. FIRST ST.—P. O. BOX 1143—LOUISVILLE, KY.

Pacific Coast Office—4823 W. Jefferson Blvd., Los Angeles

Foreign Distributors:
Address Correspondence Attention Export Dept.
Cable Code: CISSELL



★ HAVE YOU CONSIDERED THIS SPOT FOR YOUR FUR AND GARMENT STORAGE?

All over America, urban areas are *bursting at their city-limit seams* as solid blocks of new homes are built to house our rapidly increasing population. This means new opportunities for service-type business management. Go with the population and grow with it!

Whether your plans call for new retail stores in suburban districts, or more concentrated route-salesman coverage from central plant headquarters, HAERTEL has the equipment, the supplies and the experience to help you make a success of—

FUR AND GARMENT STORAGE

Only Haertel can offer this complete service

1. **One complete, self-contained storage conditioner with automatic temperature and humidity control, PLUS fumigation and ventilation.**
2. **Advertising aids to promote business.**
3. **Operating Supplies.**
4. **A concentrated training service in Haertel's own fur service plant.**
5. **A complete wholesale cleaning, repair and remodel service, including the Formmaster.**
6. **Advisory service on plant, advertising and service problems.**

All this is yours without added cost. Write today for complete information at no cost or obligation.

WALTER HAERTEL COMPANY 2840 FOURTH AVE. S., MINNEAPOLIS, MINN.

Walter Haertel Company—2840—4 Ave. So., Minneapolis 8, Minnesota

( ) Send us information that may be helpful to us in planning a Storage Vault approximately ____ ft. x ____ ft. x ____ ft.

( ) Have your representative call . . . no obligation.

( ) Send your new catalog. ( ) Send copy of "Changing Space into Profit!"

Firm _____

Address _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER



DISCOVER HOW GOOD AND ECONOMICAL YOUR CHARGED-SYSTEM REALLY CAN BE . . . . . WITH



Magnesol* BRAND MAGNESIUM SILICATE Solvent Control

Batch-System Quality with Charged-System Economy!

The charged-system has much to commend it. But few cleaners have ever learned *how good it can be if both the soap concentration and solvent purity are controlled.*

With both controlled, *soap and solvent can be used 50% longer than ever before . . . cleaning quality is more uniform than ever before.* Here's why

Without control, soluble impurities (like dyes, color bodies, free fatty acid, co-solvent, non-volatiles, human excreta and other putrid matter dissolved out of the garments) tend to build up until the charge is filthier than the clothes to be cleaned. That means dump, distill and recharge with fresh soap and solvent.

But with MAGNESOL* SOLVENT CONTROL excess dissolved impurities are adsorbed while solid soil is trapped on the filter. The charge can be used 50% longer—the cost of new soap and distillation is cut by ⅓. And all week long you do uniformly good cleaning—instead of doing good cleaning on Monday, a mediocre job on Wednesday and a downright stinking job on Friday.

Cost? A pint measure of MAGNESOL to every 30 lb. of load controls the build-up of excess soluble impurities. As compared to premature distillation, calculations show that there is no added cost for controlling *both* soap concentration *and* solvent purity by using MAGNESOL. So you get more uniform quality cleaning for free.

Try it on 100 loads and you, too, will learn how you can combine *Batch-System Quality with Charged-System Economy.* Then you'll know how good the charged-system really can be.

ANOTHER EXTRA—USING MAGNESOL IN YOUR CHARGED-SYSTEM CONTROLS FOAMING IN YOUR STILL!

fmc

WESTVACO CHEMICAL DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION

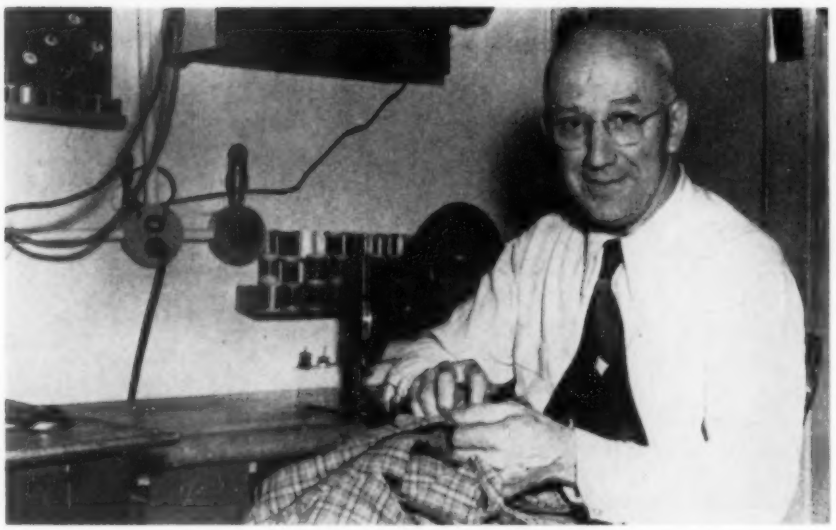
Westvaco CHEMICALS

161 EAST 42nd STREET, NEW YORK 17, N. Y.

CHARLOTTE, N. C. • CHICAGO, ILL. • CINCINNATI, OHIO • CLEVELAND, OHIO
DENVER, COLO. • LOS ANGELES, CALIF. • NEWARK, CALIF. • PHILADELPHIA, PA.
ST. LOUIS, MO. • VANCOUVER, WASH.

*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its brand of magnesium silicate adsorptive powder.

When writing to advertisers please mention The NATIONAL CLEANER & DYER



VIEW OF ALTERATIONS department through plate-glass display window. Department head H. E. Spady keeps it neat and attractive

Budgeting for Alterations Profits

Daily planning of time and labor backs up promotion

A FLEXIBLE TIME BUDGET makes repairs and alterations profitable at Humphrey's Vancouver (Washington) Cleaners, with a plant and six outlets. The department is operated by an experienced tailor, H. E. Spady.

The repair and alterations department, located at the plant's downtown store, is set up behind a plate-glass window to serve as a permanent display. Included in this display are two pair of duplicate slacks, one pair showing a large tear in the leg, the other showing a similar tear mended. Also on display are a suit form with a topcoat on it and a card showing different types of new pockets.

Repair and alterations volume is broken down into three separate divisions:

1. Free repairs handled for the plant.
2. Paid repairs and alterations handled for the plant. This division includes drop-in repair and alteration volume at the downtown store.
3. Alterations handled for Vancouver retail stores.

Free and paid alterations taken in at the plant and the other outlets are delivered from the plant each morning by 10 o'clock. The office manager at the plant calls the alterations department at the downtown store each morning at 9:30, to tell the approximate amount of work coming over. This gives Mr. Spady a chance to budget his day's program and obtain extra help if necessary. He has on tap two experienced repair and alterations women who will come in when needed.

The alterations for the retail-store accounts, in three cases out of four, are rush orders and must be handled immediately. Sometimes the work must be done while the customer is buying other merchandise at the store, or is waiting for the alteration. Also, the work delivered by the plant at 10 o'clock, except on special jobs, is ready to return to the plant by four in the afternoon.

"I have found," Mr. Spady said, "that the difference between a good profit and a discouraging loss in handling alterations and repairs is mainly a matter of budgeting. Sometimes it requires three people, a full eight hours, to handle the work. Another time I can whip out the day's orders with the help of a part-time assistant."

Selling is not neglected, however. The counter girls at the plant store and other outlets are taught to sell repair and alteration work. At each outlet a pocket display is kept on the counter or wall. During slack times Mr. Spady takes his car and visits the counter girls at the different outlets. On these calls he gives them a pep talk and occasionally takes around a special display on cuffs, shortening skirts, etc.

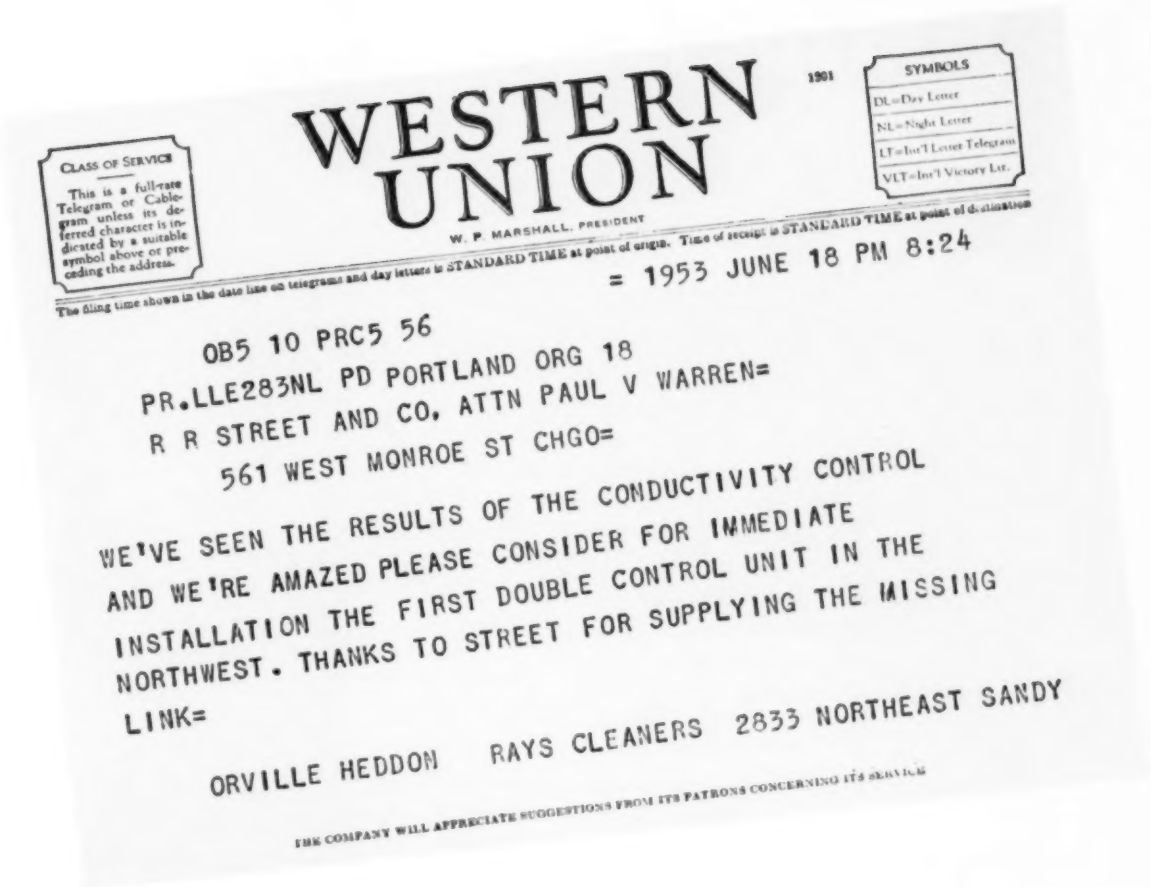
One pocket display card which was particularly successful showed a number of pieces of silver falling out of a worn pocket, with this line printed across the top: "This One Loss Would Pay for New Pockets All Around. Don't Be Penny Wise and Pocket Foolish." The card also carried pocket samples.

Another pocket card which Mr. Spady liked showed a picture in one corner of a woman going through her husband's pockets. Below this was another picture showing change falling out of a worn pocket. At the bottom there was a picture of a pair of trousers, showing a new pocket. Reading from top to bottom were these words: "This Is Better Than This, But This Is Best." This card, too, had pocket samples.

These special displays, Mr. Spady says, work well for a week or so but do not hold up for bringing in volume. The only display he has found that continually brings in business is the one showing pocket samples.

"It has been my experience," Mr. Spady says, "that when a department like ours is functioning properly, the plant and store paid alterations take care of free repairs. This leaves the alterations coming from our retailer accounts and the department drop-in repairs as a profit.

"By watching the balance and by keeping after the counter girls we have been able to show a satisfactory profit in the department since 1946." ‡ ‡



CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1201

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

= 1953 JUNE 18 PM 8:24

OB5 10 PRC5 56
PR.LLE283NL PD PORTLAND ORG 18
R R STREET AND CO, ATTN PAUL V WARREN=
561 WEST MONROE ST CHGO=

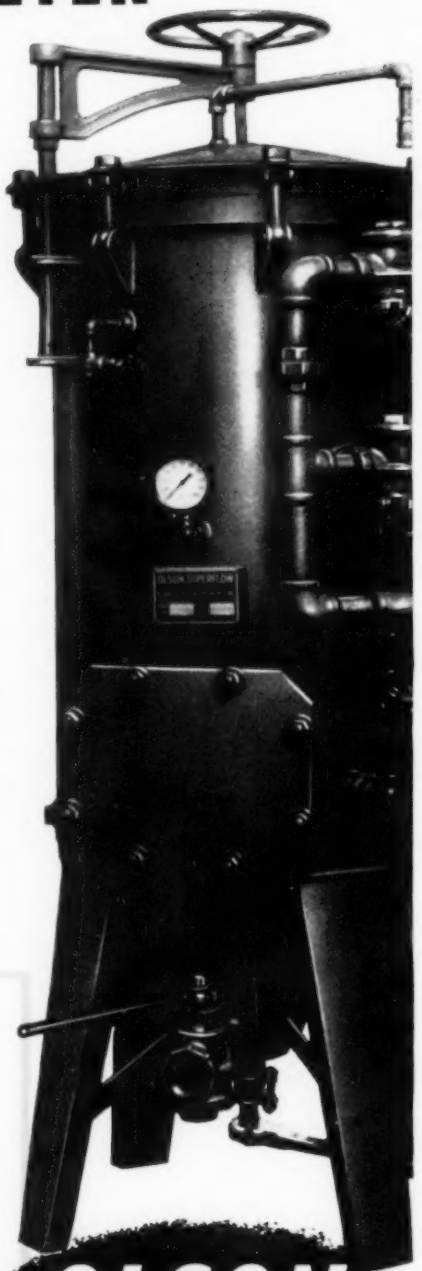
WE'VE SEEN THE RESULTS OF THE CONDUCTIVITY CONTROL AND WE'RE AMAZED PLEASE CONSIDER FOR IMMEDIATE INSTALLATION THE FIRST DOUBLE CONTROL UNIT IN THE NORTHWEST. THANKS TO STREET FOR SUPPLYING THE MISSING LINK=

ORVILLE HEDDON RAYS CLEANERS 2833 NORTHEAST SANDY

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Paid advertisement • Copyright 1953. R. R. Street & Co., Inc.

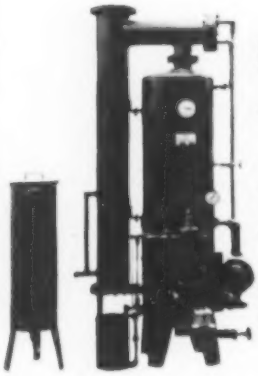
cleaning an OLSON FILTER is LESS WORK than reading this!



Let's prove this headline together. I'll clean an OLSON Tubular-Screen Filter while you read this ad.

First, I set the two simple operating valves to Backwash position . . . and that's it. My job is done! While you continue to read this ad, the OLSON Filter is cleaning itself. No shutting down . . . no changing bags . . . no dismantling . . . no shoveling . . . no scraping . . . and no wasted motions!

Your profits depend on the clock. Therefore, it's sound business to specify an OLSON Tubular-Screen . . . the one, fine filter that provides premium filtration day-in . . . day-out . . . and requires less time to clean than any other!



Save Steam...Water...and Time with an OLSON VACUUM STILL

Whether you use the "Charged" system or the regular solvent method, an OLSON STILL can be depended upon to meet your needs for fast, low-cost distillation. Designed to readily handle the heaviest loads of residue . . . prevent boiling over . . . and keep impurities from going over with vapor. In 8 space-saving models to deliver from 50 to 1000 gals. of solvent per hr. at low cost. Write for full specifications and prices.

THE OLDEST NAME IN DRY CLEANING FILTRATION

OLSON

FILTRATION ENGINEERS, INC.

1624 N. Kilbourn Ave.

Chicago 39, Ill.

When writing to advertisers please mention The NATIONAL CLEANER & DYER



Every week hundreds of cleaners join the rapidly growing list of "fabricare" users. NOW, they are achieving perfection in the finishing operation.

We are prepared to work with you . . . provide a sales engineering program for your complete staff . . . furnish a hard-hitting consumer advertising program . . . demonstrate why the "fabricare" process is utilized by plant owners desiring to actually restore life to the garments of their customers.

Lower production costs—increase profits.

DON'T wait—register your request for a free demonstration of the "fabricare process."

AND "fabricare" contains CHLOROPHYLL, too!

fabricare PROCESS

chemical corporation

920-930 East 43rd Street • Chicago 15, Illinois

Phone KEnwood 8-2222

"manufacturers of chemical products for the dry-cleaning industry"

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Finisher, Spare That Style!

How to drive your customers to tears—and another cleaner

by GALINA TERR

FINISHING THAT IGNORES STYLE can make a Paris import look like daughter's first sewing project at junior high. Too many drycleaning plants either give no thought at all to preserving the original styling of a dress, or do not realize how intense is the resentment of a woman who can no longer take pride in wearing a once-favorite garment.

This finishing defect is not necessarily due to a lack of skill. The finisher may know how to handle with competence every piece of finishing equipment in the plant and every fabric on the market, and still turn out a job that is painfully unsatisfactory to the style-conscious customer.

The major source of trouble is what sometimes seems an occupational weakness of finishers for putting a crease where no crease should be. This is manifested in its simplest and most common form in the sleeve crease. Some men, to be sure, neither know nor care that *Esquire* looks askance at a creased sleeve. But there is absolutely no type of woman's garment on which the sleeve should be creased.

This rule applies even to tailored wool suits: If the coat comes with a skirt, you don't crease the sleeve. The rule seems simple, but like many another customer the writer has been trying for years to impress it upon an otherwise competent and very obliging cleaner—with absolutely no success. Of course, it's easier to crease the sleeve, but don't they ever get tired of hearing the same complaint?

The creased-sleeve frustration is mild, however, compared to the plight of a rather short friend who bought a fashionable new suit with a feature that especially appealed to her. The considerate manufacturer had provided the sleeves with uncreased cuffs, to be turned up to the length appropriate to the wearer's arm. Each time the owner sends the suit to the cleaner she attaches a note to the cuff, asking him *not* to crease the cuff. Each time the suit comes back with the cuff hard-creased at just the right length to nestle down around her knuckles.

As any woman knows, it's a law of nature that while there's nothing easier to put in than an unwanted crease, there's nothing more impossible to take out than an unwanted, hard-pressed crease. Anyhow, who wants to spend time and energy undoing the work she's already paid the professional to do? Many a meticulous customer does find herself sweating it out with a press cloth and iron, and with no friendly feeling toward her own cleaner or the drycleaning industry in general.

Another trap for the finisher to whom a pleat is a pleat is a pleat is the so-called unpressed pleat, which has been in the fashion picture for several years. These pleats are usually stitched an inch or two down from the waistline, then allowed to fall in soft uncreased folds to the hem. The finisher should be able to recognize an unpressed pleat (the first time the garment is cleaned, anyway) by the absence of crease marks below the stitched top. But here, too, telling the cleaner or writing notes does as little good as in the case of creased sleeves. The pleats may be pressed with perfect skill—but they aren't supposed to be pressed, and the customer knows it if the finisher doesn't.

The soft fold, stitched in only at a seam, appears also in floating draperies and panels of many types that are currently in fashion for cocktail and formal gowns. It is astonishing how often these panels and sashes and drapes come back from the cleaner pressed down flat instead of softly folded, so that the style feature that "made" the dress has become a stiff, rigid and thoroughly graceless appendage. Sometimes a bow that is supposed to stand up at a shoulder or jut out at a hip is actually turned down or in and pressed flat, so that it droops down over the bosom or hangs from the waistline like a paper flag in a dead calm.

Many dresses are now appearing with a fold of material standing up around a wide low neckline. These, too, are likely to get the flattening-down treatment. Maybe we ought to go back to the TV neckline!

Then there's the shirring—plain, in tiers, and in odd shapes—that should be soft, not flattened. There are the rows of rickrack or other braid or of narrow tucks that should be pressed in one direction, not one way most of the time but the other way here and there.

Naturally, style-conscious finishing calls for a good deal of hand touch-up, often complete hand finishing. Except in the lowest price market, almost any woman who cares about her appearance would willingly pay an extra charge for the assurance that her best clothes will keep the style for which she bought them. Especially if salespeople are trained to point out that this preservation of style is exactly what the extra charge is buying.

Maybe somebody could work out an "aptitude" test to show if prospective finishers have any sense of style and, even more important, any respect for the customer's treasured wardrobe. At least, as a rough indication, the finishers might be subjected to the same scrutiny for neatness of appearance as are counter girls before they are hired.

Then, too, there are all those you-know-what's coming along. Why should a customer send to the cleaner a dress made of a washable fabric, miracle or not, if the finishing is going to ruin the style? She'd do better to wash it herself and press it herself. She has neither professional skill nor professional equipment, but she knows—and cares—how the dress ought to look.

Details will change but there will always be (at least, under free enterprise!) some fashion features, sometimes weird and sometimes wonderful, that will make the difference between just wearing a garment for decency's sake and dressing in style. The woman who cares about style is the drycleaner's best customer; she deserves and will repay his cooperation. # #

It might not be a bad idea, in slack periods, for the dryceaner or his wife to take the silk finisher or finishers to a local department store or women's apparel shop to look over and discuss some of the garments, with an eye especially to the style features that require special finishing care.

TIRED OF DIMINISHING PROFITS?



Then feast your eyes on the new **Detrex Two-Bath Process** . . . no other method can match it for profit-boosting features!

From every climate, from every neighborhood, from every user, reports rave about the unbelievable cleaning action which makes pass-ups 85% to 90% of their volume. Think of the extra profit per garment!

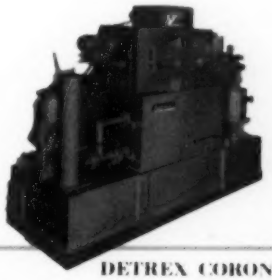
By simplifying quality control to the barest minimum, anybody can maintain top quality with the Detrex Two-Bath Process . . . you are free for other duties in your shop . . . duties that you are probably paying someone else to perform now.

Your customers can actually SEE and FEEL the difference in their garments . . . original color brilliance is snapped out and fabrics have a luxurious softness to the touch.

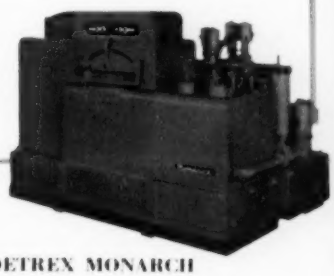
As a result, you'll see an immediate increase in volume from present customers and important new volume from their neighbors and friends.

In all, the Detrex Two-Bath Process gives a real shot in the arm to profits AND volume. Read all the details in an interesting new bulletin which is yours for the asking. Just fill out the coupon on the next page.

DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. L-5



DETREX CORONET



DETREX MONARCH

The Monarch for 120 lb. hourly capacity the Coronet for 80 lb. hourly capacity. The two-bath process for 3% to 4% strong soap-solvent solution is optional at extra cost on both units.

DETREX

The Process that Shaped the Industry

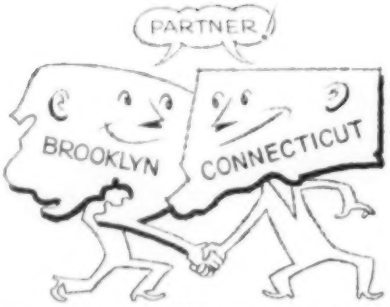
This could be YOU

ANOTHER TRUE DETREX SUCCESS STORY



When a Connecticut Yankee and a native-born Brooklynite team up, the combination is fraught with possibilities. Such is the case with the partnership of Harry Silverman and Harold Sternberg in the drycleaning business.

In 1952 Harry Silverman, born, raised and educated in Connecticut, went into partnership with Brooklynite Harold Sternberg in the operation of Columbia Cleaners, 32 South Grove Street, Meridan, Connecticut.

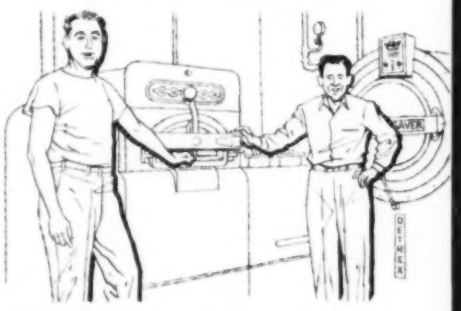


Started by his father, Jacob Silverman, Columbia Cleaners was established in 1923 as a small tailor shop. Converted to a synthetic drycleaning establishment in 1937, it was run by father and son until 1949 when Harry took over.

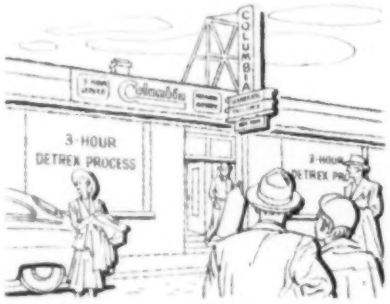


The new partnership of Silverman and Sternberg was consummated in August, 1952. Sternberg, former grocery salesman, ex-gob and owner of a drycleaning route, combined his selling ability with Silverman's broad drycleaning background—and a new era began.

Scrapping the old synthetic unit, Harry and Harold started operating with a Monarch Two-Bath unit. ***As of today their business has tripled!***



The secret? Here's what Harry says: "We are turning out the best drycleaning in the state. It is bright, free of spots and the only garments washed are whites that require bleaching. Customers have remarked about the quality of the cleaning and the brighter colors of the garments ever since the installation of our Detrex Two-Bath unit. My drycleaning is of better quality and lower in cost than ever before."



Let's listen to Harold. Harold says: "I am particularly impressed with the ample capacities of each of the component units, the soap tank, rinse tank, filters and still. This factor contributes to consistently cleaner garments at all times. No other equipment can match the work turned out by our Monarch Two-Bath unit."

DETREX CORPORATION
Box 501, Dept. L-5
Detroit 32, Michigan

Please rush me without obligation complete details on the Detrex Two-Bath Process.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Detrex equipment is sold and serviced from coast to coast through a network of distributors.

These distributors have been individually selected by Detrex on the basis of "know-how" and ability to render top-flight service. Well versed in drycleaning in all its phases—trained to recognize and serve your every need—they stand ready to fill all your drycleaning requirements.

For the full Detrex Story, call upon the Detrex distributor in your area. Just fill in the attached coupon and mail it today. We will advise you of his name by return mail.

LEGAL DECISIONS

by A. L. H. STREET

Competition by Former Employees

A leading member of the Ohio cleaning industry asks us to cite court decisions concerning the validity of agreements by key employees not to engage in a competitive business, for themselves or others, on termination of their employment.

Although the courts of most states agree that an employment contract may legally bind an employee against such competition for a *reasonable time and within reasonable territory*, no rules can be set down that can be relied upon as reflecting the law in particular situations. Each contract entered into should be approved by the cleaner's local counsel in the light of what has been decided by the courts of his state.

However, there are certain points upon which most courts agree:

The courts frown upon agreements which restrict free competition and the right of individuals to engage freely in the line of business they have chosen. But the courts also agree that the public interest is not injured by permitting an employer to protect himself against an employee using his position to get acquainted with the employer's patrons, then weaning them over to a competing establishment with which he may identify himself as owner, part owner or employee. If restraint placed upon the employee is reasonably limited as to *time*, to enable the employer to substitute a new employee to hold the patrons' goodwill, and reasonable as to *territory*, so as not to unreasonably hamstring quitting or fired employees, the contract will usually be upheld.

But, as declared by the Ohio Court of Appeals, Franklin County, in the case of Inboden v. L. W. Hawker, Inc., 41 N. E. 2d, 271:

"The law in Ohio, as well as in other jurisdictions, is . . . that *in the absence of an express contract not to engage in a competitive pursuit*, an employee when taking new employment in a competitive business may solicit for his employer the trade and business of his former customers and will not be enjoined from so doing. Curry v. Marquart, 133 Ohio St. 77, 11 N. E. 2d 868."

Almost any Ohio court would be apt to follow, as applied to the cleaning industry, the decision by one of the Ohio courts of common pleas in a laundry case. A contract was held valid that bound a laundry employee against directly or indirectly engaging in any branch of the laundry business, involving customers of the employer with whom the employee had dealt on behalf of the employer, for one year after termination of the employment. (Individual Damp Wash Laundry Co. v. Meyers, 3 Ohio Supp. 69.) See, also, Red Star Yeast & Products Co. v. Hague, 157 N. E. 393, and Federal Sanitation Co. v. Frankel, 171 N. E. 339, both decided by Ohio Courts of Appeals.

An agreement binding a routeman not to cover the same route for a competing cleaner within six months after termination of his employment was upheld by a Texas Court of Civil Appeals as having no tendency to prejudice public interest. (Parisian Dyers & Cleaners v. Springfield, 275 S. W. 1098.)

In at least one state, Alabama, there is a statute which permits an employer to exact from an employee an agreement not to engage in the same line of business or solicit the employer's customers within the county so long as the employer conducts that line of business. The state supreme court decided that, under this statute, a cleaning establishment's routeman could legally bind himself not to carry on or be employed in a competing business in the same county for three years after termination of his employment. (Shelton v. Shelton, 192 So. 55.)

On the other hand, the Arkansas Supreme Court has ruled that a route solicitor's agreement that on termination of his employment he would not for five years engage in the laundry and cleaning business in the same territory was void as being contrary to public interest and as unreasonably restricting his right to follow his chosen calling. (American Excelsior Laundry Co. v. Derisseaux, 165 S. W. 2d 598.)

As to *how long a time* the restriction may cover, the rule differs so much in different states that a local attorney should be consulted on that point. Perhaps five years may be safely specified in many, if not most, states. In a few states, the time probably could be as long as the employer remains in business.

As to *territory*, the contract should never specify an area greater than that served by the employer. And, in the case of a routeman, the area should not be greater than that served by him—unless local legal counsel determines that under local statutes and decisions a greater area may safely be specified.

Utility Service Cut Off

Where a cleaner has offered to pay proper charges for water or other public utility service, but service has been discontinued on his refusal to pay exorbitant or discriminatory charges, can he collect damages?

Yes, according to many appellate court decisions. In one case (City Cleaning Company v. Birmingham Water Works Co., 85 So. 291) the Alabama Supreme Court upheld the cleaner's right to damages where he had offered $2.25 as a minimum quarterly charge for water service, and where the water company had cut service because $6.75 was not paid.

Evidentally, in this case the water company sought to charge the cleaning company more than was charged other consumers similarly situated. The Supreme Court said: "The question . . . whether the water works company may . . . enforce discriminatory rates to the several members of a class has been answered in the negative by our court."

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.



Queen of the month
FLORENCE MAE SPACK
Miss Missouri, 1952

Choose DARCO DC

for charged soap systems — DARCO decolorizes, sweetens and purifies better

The filter powder you use makes a big difference in the quality of cleaning that you produce. Why? Because to get fresh-smelling, sparkling bright garments, you have to start with clean, sweet solvent. Watch your sight glass! Charged soap solutions should never get darker than a straw color!

Blue Label DARCO DC activated carbon offers you the ideal combination for solvent purification. It adsorbs not just a few, but *all* contaminants. DARCO, moreover, removes impurities without stealing soap. It's your best buy—for any dry cleaning method!

Recommended Dosage and Procedure for using Blue Label Darco DC

Filter Size	STEP 1 First—precoat with filter aid	STEP 2 Then—add a mixture of Darco DC and filter aid
1300 gal./hr.	3 lbs.	3 lbs. plus 1 lb.
2000 gal./hr.	5 lbs.	4 lbs. plus 1 lb.
3200 gal./hr.	7 lbs.	6 lbs. plus 2 lbs.
5000 gal./hr.	10 lbs.	10 lbs. plus 3 lbs.
8000 gal./hr.	16 lbs.	12½ lbs. plus 4 lbs.
10000 gal./hr.	20 lbs.	16 lbs. plus 5 lbs.
12000 gal./hr.	24 lbs.	20 lbs. plus 7 lbs.

NOTE: 1 quart filter aid is ½ lb. (Hyflo or Dicalite).
1 quart Darco DC is 1 lb.

DO THIS EVERY DAY BEFORE YOU BEGIN WORK. AFTER COMPLETING THE TWO STEPS AND SIGHT GLASS SHOWS CLEAR SOLVENT, YOU ARE READY TO CLEAN.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

fit for a Queen

Leading soap manufacturers unanimously recommend Blue Label DARCO DC on charged soap systems. These are typical endorsements:

RIVERSIDE: "DARCO is recommended in connection with the use of REE-TEX in charged soap systems."

PENN SALT: "DARCO should be used daily in charged soap systems in the required amounts for control of color impurities."

CALED: "Normal recommendations are to use 1½ to 2 pounds of DARCO per day, per 100 gallons of solvent."

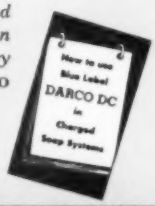
Behind these recommendations is DARCO's proved ability to do a better job of purifying solvent.

DARCO removes more fatty acids—2 to 10 times as much as ordinary filter powders, when used in very dirty solvent.

DARCO adsorbs more color—removes up to 10 times more bleeding dyes.

And—DARCO saves soap; retains very little soap or solvent.

Write today for this free folder giving detailed recommendations on the use of DARCO DC *in charged soap systems. And for quality dry cleaning in any system use Blue Label* DARCO DC *once a day EVERY DAY.*



DARCO

DARCO DEPARTMENT

ATLAS POWDER COMPANY

Darco General Sales Offices

60 EAST 42ND STREET, NEW YORK 17, N. Y.

ATLAS POWDER COMPANY, CANADA, LTD., BRANTFORD, CANADA

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Hey Mister, This Reclaimer is Really BUILT!

90% TO 96% RECLAMATION! Look at some of the features that make this possible



Large capacity. Big basket provides ample tumbling action. Prevents uneven drying and excessive wrinkles. Saves pressing time. *No more streaks and swirls requiring reruns.*

Heavy, rugged construction. *Correct* design. Heating coil on TOP, condenser coil on BOTTOM—the *logical* way! Cast aluminum door won't warp and it's BIG — quick to load and unload. *Two motors*—permit exhausting while loading and unloading. No noisy chain drive.

Solvo-Misers are built for long life and trouble-free operation. (Guaranteed, of course, for a *full year!*) Just look at the *stainless steel* condensing box — *heavy duty* gear reducer — motors protected against overload.

LOOK! It's a cinch to clean *this* Lint Trap — a matter of seconds. And don't forget, a clean lint trap means fast, high reclamation.

On the QT, Big Boy, I've seen these Solvo-Misers used with *all types* of cleaning machines . . . two-timing, eh?

This firm "sticks to its knitting" — specializing in Drying Reclaimers: its Solvo-Misers are tops in performance and, of course, lowest in price!

HOYT LARGEST MANUFACTURER OF DRYERS EXCLUSIVELY

MODEL A — Cap. 20 lbs.	$1095.00
MODEL B — Cap. 30 lbs.	1195.00
MODEL C — Cap. 40 to 50 lbs.	1295.00

HOYT MANUFACTURING CORP., WESTPORT, MASS.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Before you buy any truck... Make the

15-second SIT DOWN TEST in FORD'S new Driverized Cab



Step into the world's most comfortable truck cab!

It's new! It's DRIVERIZED! Only FORD has it!

It's a truck driver's dream come true! You'll know it too, in just the 15 seconds it takes you to . . . *swing* open the new wider doors... *slide* into the 3-man comfort seat with exclusive shock-snubber . . . *sweep* your eyes across the one-piece windshield and back to the 4 ft. wide rear window . . . *stretch* out in big cab roominess... *sigh* a sigh of solid comfort. Man! What a treat for a working guy!

The completely new Ford Trucks offer many great advancements in easier driving and time-saving delivery, all at the same low price.

They offer new power for sustained speed travel—new Synchro-Silent transmissions for faster, easier shifting—new setback front axles for sharper turning—new features throughout to help *get jobs done fast.*

Choose the one right truck for your work from over 190 completely new Ford Truck models.

And before you buy any truck, make the *15-second* SIT DOWN TEST. It will open your eyes to comfort you never thought possible in a truck. See your Ford Dealer today!

FORD *ECONOMY* **TRUCKS**

SAVE TIME! SAVE MONEY! LAST LONGER!

What Does "Ultrasonic" Mean?

Term too loosely used in drycleaning and laundry industries needs to be clarified

by WILLIAM R. PALMER

WAVE LENGTHS between 15 cycles and 20,000 cycles per second *can* be heard by the human ear, as Lee Johnston pointed out in his report to the Indiana association on AHL's experiments. Sounds above 20,000 cycles (20 kc) *are not* audible to humans. Therefore, the pulsator-type washers are not ultrasonic (or supersonic). The machine pictured in the Indiana report on page 76 is a pulsator type.

The pulsator type operates on the principle of a door buzzer with the bottom cone being whipped up and down by an electromagnet. Since this magnet is operating on regular 110-volt, 60-cycle current, these pulsations will be at the rate of 60 times per second, or multiples and harmonics of 60. In the case of the machine shown the rate was 120 cycles. There are others, either on the market or soon to appear, that "pulsate" as high as 6,000 cycles (6 kc), which appears to be about the effective limit of pulsation.

In action the pulsator type appears to cause considerable turbulence close to the cone, which reduces to ripples at the surface of the water in a bath 10 inches deep. As the AHL reports show, the frequency of 120 cycles is hardly effective. It remains to be seen what improvement can be shown at the 6,000-cycle level.

The true ultrasonic generators have now been used for some time to clean small mechanical parts. In cleaning small ball-bearing assemblies, for instance, literally hundreds of man-hours of cleaning by older methods are being saved. Thus the generators rapidly pay for themselves in addition to producing much better cleaned ball-bearing assemblies.

To clean effectively it has been found that these generators must operate between 200 kc (20,000 cycles) and one megacycle (million cycles). Below 200 kc the generator manufacturers find they aren't so effective. They feel, therefore, that if ultrasonics are ever applied to the drycleaning and laundry industries, the generators will have to operate at 200 kc or higher.

The true ultrasonic machine generates its waves from a crystal that is electrically activated. Electrodes are attached on opposite edges of the crystal and when the current flows the crystal vibrates rapidly. Actually, it is a swelling and contracting of the entire crystal. The swelling of the crystal displaces the water or solvent above it, setting up tiny forceful waves.

There are two popular types of crystals in use at present. One is a flat circular disc 2 to 2½ inches in diameter. This throws a "beam" of intense turbulence through the liquid in whatever direction the disc is facing. It is generally used at the bottom of a "cup" holding about a gallon of water or solvent, with the beam straight up the center. The force of this beam is such that it would pass through "several feet" of water or solvent. The frequency is varied by substituting crystals of different thicknesses.

The other type of crystal is concave, focusing its vibrations at a point some inches from the surface of the cone. This focal point varies with the curve and size of the crystal involved. At the focal point the energy produced is so intense that, it is reported, you could literally write your name as legibly and as cleanly as with a pencil by moving a test piece close to that point. The letters would be formed by the removal of soil from the soil sample.

There is no doubt that these ultrasonic generators will remove soil from test pieces or, for that matter, any kind of fabric. The Penn State research under Dr. Mack and Joe Sherrill showed better test-piece soil removal in one ultrasonic treatment lasting 60 minutes than from 50 consecutive laundry washings totaling 1,000 minutes.

The most obvious drawback, of course, is that these beams and focal points won't do for a big washer full of clothes. And there are practical limitations. The crystal most commonly used is quartz. A good pure quartz crystal that won't shatter with high vibration rates rarely comes any larger than 3 inches—and they are expensive. Crystal generators used industrially are quoted at $1,100 or more.

A synthetic crystal made of barium titanite is being used quite satisfactorily. This can be made any size and shape desired. But—ultrasonic vibrations generate considerable heat. Barium titanite must conduct this heat off rapidly into the surrounding liquid. Otherwise the center portion of the synthetic crystal will "deactivate" and stop vibrating. Larger crystals of barium titanite cannot disperse heat rapidly. Thus there appears to be a physical limit to the size of synthetic crystal, also, that can be used effectively at ultrasonic frequencies.

There are a couple of other limiting factors about the ultrasonic crystals. One is that they must be suspended in a special oil that helps disperse heat and control secondary vibrations. The vibrations are transmitted to the water or solvent by a piston- or diaphragm-like "transducer." Therefore the optimum position for the generator is with the beam directed vertically and the crystal at the bottom.

Also, preliminary testing has shown that a single thickness of fabric screens or "masks" the ultrasonic vibrations from fabric that is also in the beam but further from the crystal. Therefore, soil-removal efficiency drops off rapidly in succeeding layers of fabric. Hence any successful use of ultrasonics in bulk cleaning or washing will involve either a tumbling action, such as is provided by standard commercial washers, or else the use of conveyor belts to carry garments across a band of massed ultrasonic beams.

One drycleaner who has experimented quite a bit at the spotting board with a quartz crystal generator has stated that he found it did not clean any cleaner than did standard spotting procedures. It did in many instances do it faster, much faster, sometimes doing 20 minutes work in 30 seconds. On the other hand, it was

Eaton's SIZIT

A WATER-SOLUBLE SYNTHETIC RESIN

★ **Odorless** ★ **Colorless**

★ **Will Not Sour** ★ **Will Not Streak**

★ **Will Not Yellow With Age**

Eaton's SIZIT can be used to size *ALL* materials. Its maximum surface adhesion properties permit its use with non-absorptive synthetic fibers and make it unexcelled for sizing Nylon, Orlon, Cellulose, Acetate, etc.; in addition to the animal and vegetable fibers.

Eaton's SIZIT expedites finishing because it presents a surface finish that has no "drag" on the iron. It is economical because 1 quart will make 80 gallons of stock solution at our recommended dilution of 2 ounces in 5 gallons of water.

Can be shipped safely during freezing temperatures.

Why Experiment — Use Eaton Products

DISTRIBUTORS EVERYWHERE

Established in the year 1838

EATON CHEMICAL AND DYESTUFF COMPANY

1490 Franklin St., Detroit 7, Michigan • *Canadian Plants: Windsor and Toronto*

Tessler Bros., Exclusive Western Canadian Distributors: Vancouver, Calgary, Edmonton, Winnipeg

When writing to advertisers please mention The NATIONAL CLEANER & DYER

his opinion, without scientific testing, that the generator actually set some stains even harder, making them almost impossible to remove by standard procedures. This appeared to be particularly true of albuminous stains.

This survey of ultrasonics isn't complete without a final observation. It has been proved that ultrasonics make stable solutions out of otherwise immiscible liquids (i.e., oil and water). Ultrasonic waves also cause precipitates (material that "settles out") to go into colloidal suspension (disperse evenly in small particles) in a liquid.

It is therefore very likely that commercial soaps and detergents now on the market would have to be reformulated to work effectively under ultrasonic conditions. # #

It's a Long Way to Ultrasonics

Demonstration of "sound wave" washer dampens expectations

by LOU BELLEW

DISAPPOINTMENT WAS IN STORE for any of the drycleaners and laundryowners who expected to see exciting results when they met at Indianapolis for a demonstration of an "ultrasonic" machine for washing clothes in the home.

The consensus was that Joe Sherrill was right in a letter read to the group by Dale Crittenberger, secretary of the Indiana Drycleaning and Laundry Institute. Joe worked with Dr. Pauline Beery Mack at Pennsylvania State College when she explored ultrasonic cleaning right after the war, and is associated with her now at Texas College for Women. He offered the opinion that it will be at least five to fifteen years before the sound-wave method of washing is proved applicable to the drycleaning or laundry industry.

Though billed as a demonstration of the sound-wave gadget, most of the meeting was devoted to a discussion of the merits of automatic conductivity control by Al Graham of R. R. Street & Co. Inc., of public relations practices by Paul Herr of the Linen Supply Association of America, and a selling talk by Gene Flack of Sunshine Biscuit Company.

The only talk pertinent to ultrasonics was by Lee Johnston of the AIL, describing the Institute's tests of the same machine. He pointed out, among other things, that the machine under consideration was not ultrasonic, since vibrations under 20,000 cycles per second *can* be heard. The machine tested operated at about 120 cycles per second, or twice regular 60-cycle current.

According to Mr. Johnston, the AIL made up a standard soap solution in the proportions recommended by the manufacturers of the "sonic washer." This solution was used throughout the tests to ensure uniform test conditions. The AIL came up with the following results, using standard soiled test pieces throughout:

In a small commercial type washer—56 percent soil removal;

Two kinds of home washers showed 45 percent and 46 percent soil removal respectively;

Two loads using sonic machine per instructions both showed 15 percent soil removal;

Merely soaking a load in the same soapy water gave the same result—15 percent soil removal.

Mr. Johnston's comment was that this particular machine was neither a threat nor a help to the laundry industry.

Secretary Crittenberger announced that attempts to try the sonic washer out in drycleaning solvent were terminated when the solvent ruined a rubber gasket in the sound-wave producer.

The session concluded when water was put into the tub as prescribed, half a box of home detergent stirred in to make suds (by hand, since the sound waves don't create suds), some soiled towels were tossed in, and the machine started. After watching and listening to it hum for a while, the onlookers observed some discoloration in the water, and adjourned to the bar. # #



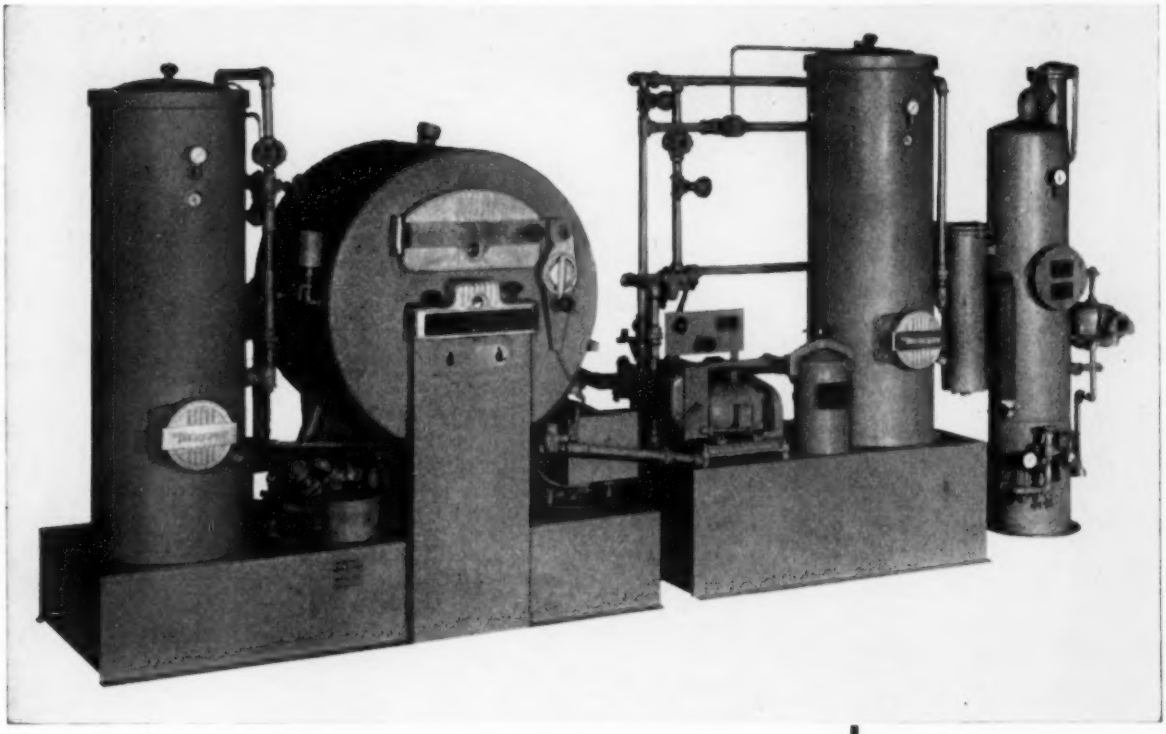
SONIC WASHER works on principle of door buzzer, at 120 cycles. Cone moves up and down, suspended above floor of tub by rubber-tipped feet



SOAPSUDS MUST BE STIRRED by hand. Sound-wave producer is placed in center of ordinary galvanized washtub

4% SSS
TWO-BATH METHOD
No transfer of fabrics

May be used with any size or model Mercury Unit



Highly successful Two-Bath operation has been used by hundreds of Mercury owners through use of 2 or more Mercury washer-extractors; with manual transfer from 4% unit to washer-extractor holding only clear rinse solvent.

It is NOW possible to achieve this result with NO TRANSFER of FABRICS using ONE Mercury washer-extractor and the rinse-bath tank and filter shown above, at right. After normal cycle with 4% SSS in washer-extractor, clear solvent is pumped into and out of the washer-extractor housing from the rinse tank shown above, at right.

Complete cycle of 4% SSS operation, and rinse bath, is from 30 to 40 minutes per load. The 50 GHP Still at far right (optional), is for clarification of rinse solvent only. Total floor space required: 3 ft. x 12 ft., with Still.

Pictured above is Mercury 48 - lb. washer - extractor with filter-rinse bath and 50 GPH Still. For use with 140° F. or Stoddard solvent.

Also available in 36-lb. size.

DRY CLEAN WITH DRY HANDS

MERCURY

Mercury Cleaning Systems, Inc. — 1817 Benson Avenue, Evanston, Illinois

When writing to advertisers please mention The NATIONAL CLEANER & DYER

From New Jersey

TOMAN CLEANERS

1319 Livingston Ave. • New Brunswick, N. J.

NEW BRUNSWICK 2-4034 — CHESTER 7-0284

June 16, 1953

Mr. Joseph Keegel
99 Clendenny Ave.
Jersey City, N. J.

Dear Joe

After experiencing what we thought was perfect cleaning, for the past three months with extractor rinse, we found to our amazement, that with the new conductivity control unit all chances of error have been eliminated.

True, we have had some difficulty on certain classifications such as taffetas, voiles, and shantungs. However, since installing your splendid conductivity control unit, even these garments come through to the spotters, a little brighter, and without those "breaks" that have plagued the cleaning industry.

We consider ourselves as the most progressive cleaner in the State of New Jersey, as we are proud to possess one of the first conductivity control units in this area.

Any of your customers in this area, outside a twenty-five mile area will be gratiously received here and shown some "real dry-cleaning." However, in all due fairness to ourselves, please do not send anyone connected with the industry who operate within twenty-five miles of New Brunswick, N. J.

My heartiest congratulations to Street for developing such a unit, and to you in particluar for supervising its installation.

With personal regards

TOMAN CLEANERS

Arthur J. Toman

Arthur J. Toman

NOW-optimum results with every load

Copyright 1953 R. R. Street & Co., Inc. 5886-43

to Oregon

Street's Conductivity Control supplies the missing link in the two-bath method

These letters, addressed to Street's field technicians, are typical of reports received from hundreds of other plant owners in every state of the union.

FANCY DRY CLEANERS
7145 N E Glisan Street KEnwood 0188
PORTLAND 16, OREGON

June 16th, 1953.

Mr Earl Fahey,
Care Park Avenue Hotel,
Portland Oregon.

Dear Bud,

We wish to take this means of thanking you for your time and effort in installing Streets Conductivity Control Unit in our plant.

This device has taken all guess work out of our cleaning room. Our wet cleaning is at a minimum and we have no excessive wrinkles which as you know makes our finishing easier.

As you know we have been on the 4 % charge since January and have had nothing but beautiful cleaning ever since.We feel sure that you have supplied the missing link to Strong Soap Cleaning by giving us uniform loads.

At present we have only part of our cleaning room on the Conductivity Control. We would appreciate anything you can do to get the rest of the cleaning room on Conductivity Control as soon as possible.

Again accept our thanks and appreciation.

Sincerely,

Jack m Green

Manager,
Fancy Dry Cleaners

Long time users of the two-bath method often told you that there were occasions when the 4% solution happened to reach a certain condition which produced fantastic results. Their fervent plea was for some means of consistently duplicating that condition at all times.

NOW, with STREET'S CONDUCTIVITY CONTROL UNIT, that "*certain condition*" is automatically maintained throughout the cleaning of each and every load. Now, regardless of relative humidity, all loads are equal to the former best loads. Conductivity control supplies the missing link.

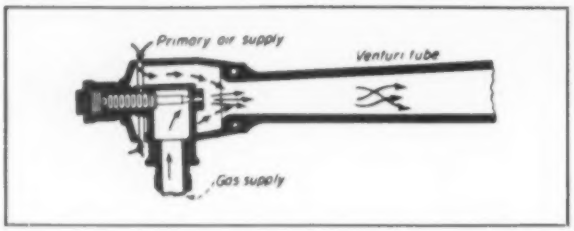


FIG. 1. Atmospheric gas burners pull in primary air for combustion by action of stream of low-pressure gas expanding through an orifice

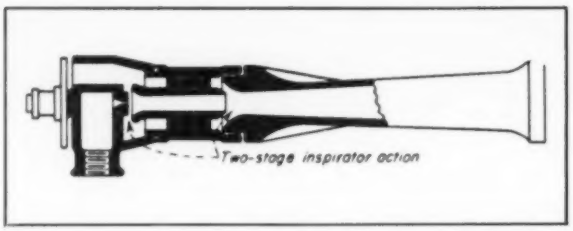


FIG. 2. Two-stage burner passes high-pressure gas through two venturi sections in series. Primary air enters shutter (left) under induction

How Gas Burners Work

Different types of equipment and principles of operation

by JOSEPH C. McCABE

FIRING EQUIPMENT is the next element to be considered, now that we know something about the general process of combustion. The job of firing equipment is to prepare the fuel, bring fuel and air together in the proper proportions and, with the help of the furnace, ignite and burn the fuel-air mixture continuously.

Burning gas is simple, on the face of it, because the fuel is ready for combustion and requires no preparation in the strict sense of the word. Nevertheless, the remaining parts of the job—proportioning, mixing and burning—can be handled in a variety of ways that need to be known for sound selection of equipment and successful operation.

Atmospheric Burners: Gas burners differ mainly in the way air and fuel mix. Perhaps the most familiar type is the so-called atmospheric burner. One form appears quite generally in the ordinary household gas range. In it the momentum of the incoming low-pressure gas stream is used to aspirate*, or draw in, part of the air needed for combustion. A shutter or similar device regulates the amount of air so induced.

Gas and air together pass through a tube leading to the burner ports, mixing in the process. The mixture burns (with a blue, nonluminous flame) at the ports, or openings in the burner head. Secondary air is drawn into the flame from the surrounding atmosphere.

Larger counterparts of this general burner type, having ring or sectional burner heads with many ports, are used to fire small boilers and industrial equipment.

A single-port atmospheric burner is shown in Fig. 1. A needle valve controls gas flow through the spud*; air is drawn in around the shutter at the end. The resulting mixture passes through the tube and burns at its end. Single-port burners may be grouped, several banks high and wide, to serve larger furnaces.

Although physically simple, such a burner must be proportioned with considerable skill to conserve the relatively small amount of energy in the low-pressure gas stream. It is this energy which entrains the primary air.* How well this is done depends on primary-air percentage, gas-orifice size, ratio of mixer throat* to burner port area and, in boilers especially, furnace draft.

Premix Percentage:* With burner-port size and shape fixed, the nature of burning depends largely on the amount of primary air, or premix. With premix low, the flame is long and pale blue. It may have a yellow tip, indicating, as we have seen, some cracking and the presence of free carbon. Increasing primary air shortens the flame as burning becomes more rapid, and a greenish inner cone appears. When the speed of burning, or flame propagation, exceeds that of the gas issuing from the port, flame flashes back into the mixing tube.

Operation is generally satisfactory with 30 to 70 percent premix; in some special designs 100 percent primary air is used. This premix range gives a turn-

(*Continued on page 84*)

* See glossary at end of article.

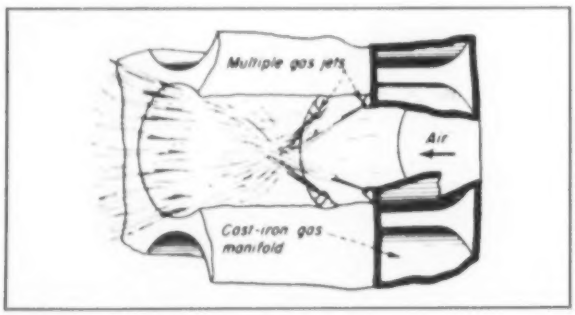


FIG. 3. Premixing of fuel gas and air needed for combustion takes place in mixing chamber outside furnace proper

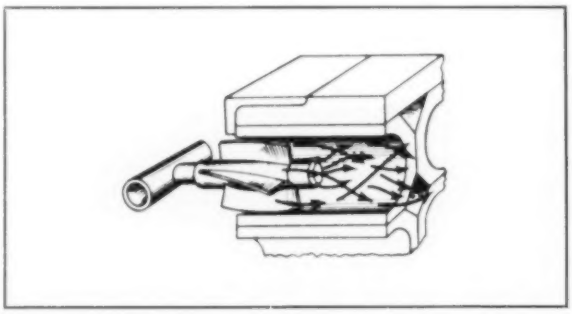


FIG. 4. Vanes placed in path of incoming air to this tunnel burner act to impart swirling motion to stream

You Can Earn BIG PROFITS Shampooing Rugs, Carpets & Upholstery



Rug, carpet and upholstery cleaning department started as side-line often becomes most profitable part of business!

THERE'S BIG MONEY in rug, carpet and upholstery cleaning . . . and YOU are in a good position to earn it. Your customers have rugs and upholstered furniture that need cleaning at least once a year. Many of them have tacked-down carpeting that never gets cleaned . . . until some enterprising cleaner comes along and offers to shampoo it on location. YOU can get this business. Your customers know you for dependable workmanship, and will readily trust you with their cleaning.

A Bright Future

Business from your present customers is only a beginning. Aggressive advertising will bring you plenty of new business . . . not only from homes, but also from stores, theaters, hotels, apartment buildings, lodge halls, churches, etc. HILD helps you advertise at small cost by furnishing newspaper ads, radio announcements, postcards, circulars and many other Sales and Advertising Aids.

Easy to Get Started

All the HILD Equipment you need to get started can be bought with a down payment as low as $450. A HILD representative will carefully instruct your employees. HILD pioneered on location cleaning and the HILD System is today used by leading cleaners everywhere. Don't delay getting into this big-volume, money-making business. Mail the coupon *now!*



HILD Portable Rug Beater



No more hand scrubbing with the HILD All-Auto-Matik Upholstery Shampoo Machine



HILD Wet-and-Dry Heavy Duty VACUUM

Mail TODAY for FREE CIRCULARS

HILD System
MAINTENANCE EQUIPMENT & SUPPLIES

HILD FLOOR MACHINE CO.,
740 W. Washington Blvd., Chicago 6, Ill.

Send free circulars on rug, carpet and upholstery cleaning.

Name _____

Address _____

City _____ State _____ NC-8

When writing to advertisers please mention The NATIONAL CLEANER & DYER

One of America's finest wholesale plants endorse

STREET'S CONDUCTIVITY CONTROL

MARKET 7-1410

CENTENNIAL CLEANERS & DYERS, INC.
1156-58-60 N. 3RD STREET
PHILADELPHIA 23, PA.

July 16, 1953

Mr. Paul U. Warren
R.R. Street & Company, Inc.
661 West Monroe Street
Chicago 6, Ill.

Dear Sir:

A very sincere and heartfelt "Thank You". Thanks for your 886, for the extractor rinse, and now, for the conductivity controls.

We had been getting good cleaning with 3/4% charge, however, the 4% charge promised better results. We are using it by means of your extractor rise set up, and found it satisfactory in every respect except one. It did not solve the moisture problem. Occasionally we suffered breakage because of excess water. At other times there wasn't enough, even though we checked the relative humidity constantly, weighed our loads, and added the moisture stock carefully. We had not reached the optimum. That is, not until your greatest gifts to the cleaning industry walked into the plant (I mean of course C.B. Kasson & Roy Ross),carrying what I consider your greatest development for the cleaning industry, the conductivity units.

With the installation of the meter, we sealed the drum of anolite, used the drum we had mixed the moisture stock in for trash, but most important, we stopped worrying about that "moisture problem". Instead we have that confident feeling that Centennial Cleaners is doing the finest dry cleaning possible.

We here at Centennial; the owners, the employees,and our customers, all extend to you a very sincere and heartfelt "Thank You".

You may use this letter in anyway that would be benefical to R.R. Street & Company, Inc.

Cordially yours,
Herbert D. Leopold

"your greatest development for the dry cleaning industry"

"we stopped worrying about the moisture problem."

"Thanks for your 886, for the extractor rinse, and now, for the conductivity controls."

Copyright 1953 R. R. Street & Co., Inc. 5886-47

COLUMBIA

NEW MODEL ONE-HUNDRED

Automatic PERCHLORETHYLENE UNIT



Built by COLUMBIA Means—

- YOUR EQUIPMENT IS THE PRODUCT OF THE PIONEERS IN SYNTHETIC CLEANING
- YOU GET THE BENEFITS OF 25 YEARS OF DRY CLEANING "KNOW HOW"
- YOUR MACHINE HAS BEEN PROVED BY HUNDREDS OF SUCCESSFUL CLEANERS
- YOUR EQUIPMENT HAS BEEN ENGINEERED TO MAKE PROFITS FOR YEARS TO COME
- YOU HAVE A SOLID INVESTMENT—WITH LOWER FIRST COST—LOWER OPERATING COST

FITS YOUR FLOOR PLAN · YOUR PURSE · YOUR FUTURE

Practical experience . . . 25 years of knowing what dry cleaners need . . . are reflected in the design of this equipment which enables your space to earn a maximum return. The three components of your COLUMBIA system may be placed to suit your individual conditions with an arrangement to save steps, space and time. Write for full information today.

25th ANNIVERSARY

COLUMBIA APPLIANCE CORPORATION

Serving The Industry Over 25 Years

47-47 35th Street, Long Island City 1, New York

When writing to advertisers please mention The NATIONAL CLEANER & DYER

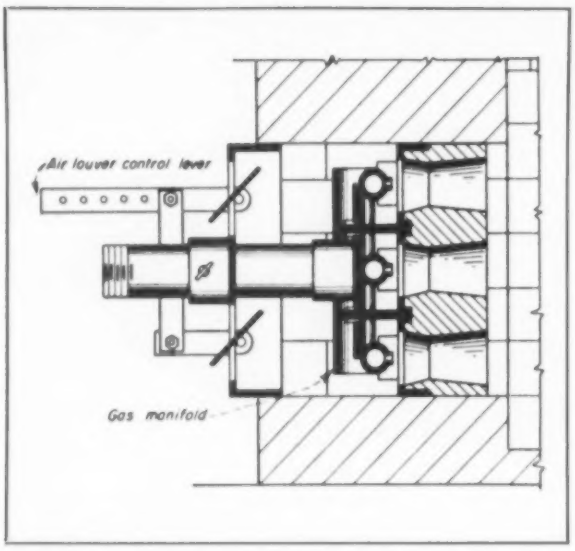


FIG. 5. Gas issues from a number of spuds connecting to vertical and horizontal manifolds. Primary air enters around the spuds

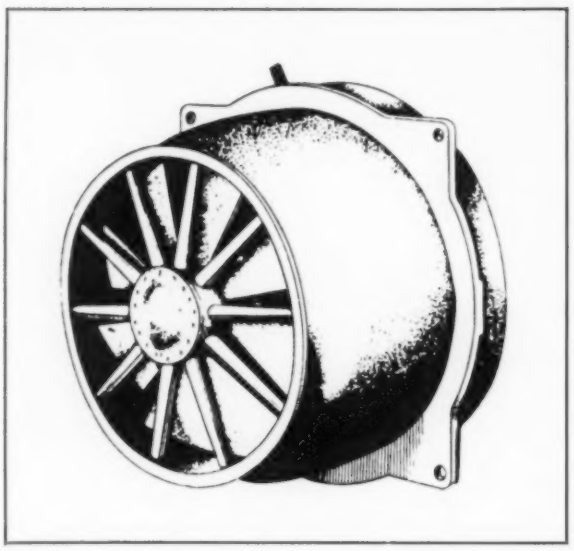


FIG. 7. High-pressure gas issues from jets in spider; reaction spins spider to rotate fan. Resulting turbulence gives prompt, thorough mixing

(*Continued from page 80*)

down,* or capacity range, of about 4 to 1. Usually premix and capacity ranges are somewhat narrower.

Secondary air is usually drawn in around the burner and the amount thus depends on the area of the opening and the draft. Control may be effected by varying the draft or sometimes by adjusting the opening area by shutters.

The so-called atmospheric burner is one example of a general class, in which the energy of one fluid is used to aspirate the other and in which part or all of the primary air mixes with the fuel in the burner body.

The "high-pressure" burner uses gas at about 20 to 30 psig* and air at atmospheric pressure.

Another type uses compressed air, and the gas is at atmospheric pressure. The burner of Fig. 2 expands high-pressure gas through two venturi* sections in series to obtain thorough mixing in a short distance.

* See glossary at end of article.

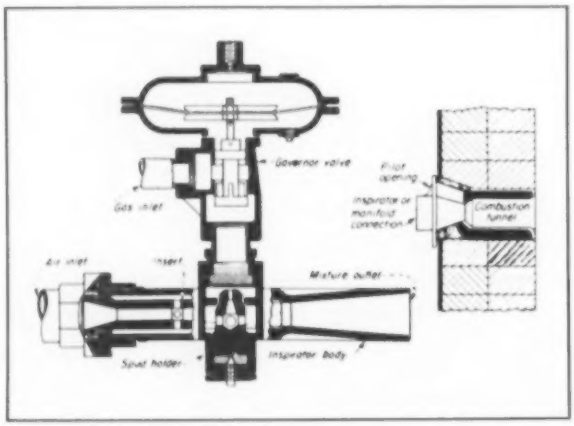


FIG. 6. So-called low-pressure gas-burner systems work with air under pressure and gas at atmospheric conditions. An inspirator governor (left) delivers gas-air mixture at proper pressure to burner blocks (right)

Refractory* Burners: For boiler firing, a somewhat different type of burner finds wide use. It depends on natural or fan draft to draw in all air required for combustion; hence draft conditions are most important. The design of Fig. 3 employs multiple gas jets, which discharge into the air stream in such a way that violent agitation results in a short mixing tube or tunnel of refractory.

In the burner of Fig. 4, turbulence vanes impart a swirling motion to the air entering the tunnel. Each of the small jets of gas issuing from the multiple-jet orifice entrains with the air and impinges it outward against the tunnel walls. This action gives turbulent, thorough mixing.

In the burner shown completely assembled (Fig. 5) vertical manifolds* connect horizontal tubes, which contain individual gas orifices for the 15 tunnel blocks forming the complete burner (3 high, 5 wide). Louvers in front of the burner assembly control air admission. Each orifice discharges into a refractory mixing tube or tunnel.

In burners of this type the refractory tunnel aids in heating the mixture for ignition and protects metal burner parts from high temperature. The flame can be made relatively luminous, for high radiant-heat transfer.

Thus far we have talked of designs in which fuel and air mix in or at the individual burner. Higher burner head pressure to overcome variable furnace draft, high overload capacity, uniform air-gas mix at all loads, and single-valve control may be had in a system in which mixture is made at one point and supplied to several burners. Such a system is shown in Fig. 6. This is the low-pressure type; gas is at atmospheric pressure while air is at 1 to 2 psi.

Inspirator Governor: The heart of the system is the inspirator governor (left, Fig. 6). Air passes through the venturi tube at high velocity to create a low-pressure region at the end of the straight run where gas ports are located. This pulls atmospheric-pressure gas through the ports into the throat and produces mixing. As the mixture expands through the inspirator body its velocity is converted to pressure.

Gas enters the governor under pressure and flows

LOOK

AT THE BIG ADVANTAGES YOU GET WITH

REE-TONE

Formerly Called REE-TEX



FOR THE STRONG SOAP OR CHARGED SYSTEM OF CLEANING

Designed for Satisfaction To Your Customers

REE-TONE is Equally Adaptable in the "Batch System" of Adding Detergent to Each Load.

REE-TONE is Light in Color, Barely Tints Solvent and Just a Look Tells You When the Solvent Has Picked Up Dye or Other Impurities and It is Necessary to Distill or Treat the Solvent with Darco, Magnesol, D. C. Filtrol or other purifying powder.

REE-TONE works with ANY filter powder.

REE-TONE does not affect filter pressure.

REE-TONE does not affect proper functioning of a vacuum still.

REE-TONE works the same with petroleum or chlorinated solvents.

REE-TONE needs no separate product for making an emulsion to add water.

REE-TONE is non-rancid and cannot leave an objectionable odor.

REE-TONE which is left in garments improves the body, feel, finish and color of fabrics.

NO RINSE!
NO SHRINKAGE!
NO WRINKLES!
NO WATER CARRYOVER!

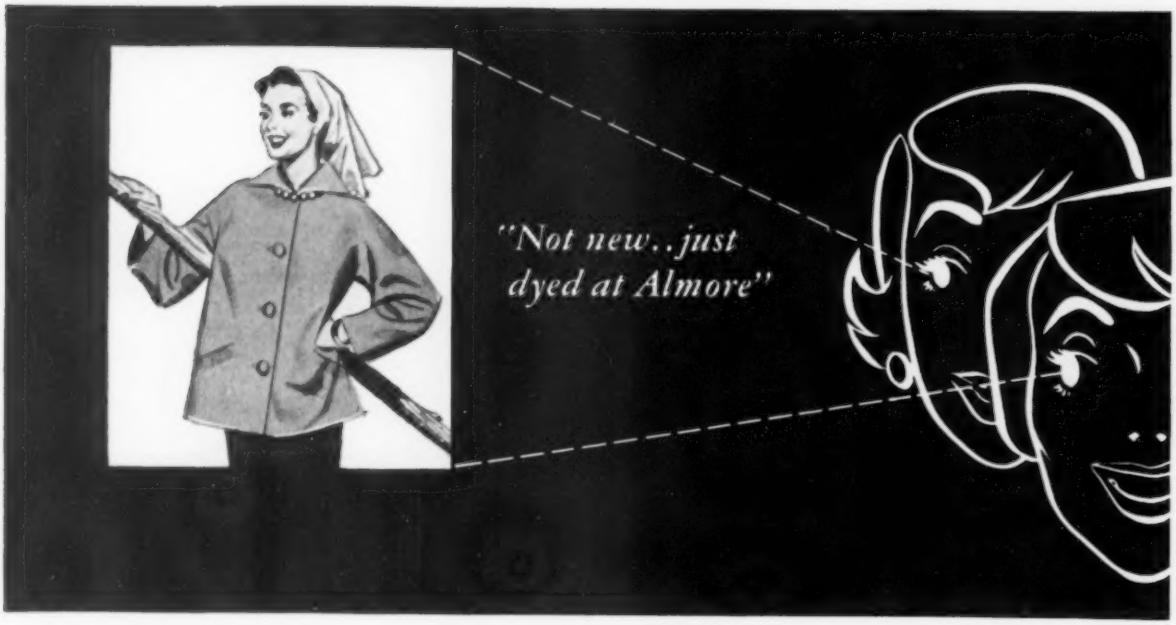
Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in the United States.

RIVERSIDE

RIVERSIDE MANUFACTURING CO.

4919-27 CONNECTICUT ST., ST. LOUIS 9, MO.

When writing to advertisers please mention The NATIONAL CLEANER & DYER



Send garments for dyeing to... **ALMORE DYE HOUSE** *...the dyeing name of undying fame*

4412 WENTWORTH AVENUE • CHICAGO 9, ILLINOIS • LEON TEICHNER, PRESIDENT

through the governor valve. A passage through the governor valve keeps pressure the same at the governor outlet and on the underside of the diaphragm. With atmospheric pressure on the other side of the diaphragm, the governor delivers gas at atmospheric pressure.

The mixture leaving the inspirator governor contains all the air needed for combustion. An air valve controls the burning rate. The complete gas-air mixture goes from the inspirator governor to a number of individual burners, usually the tunnel type shown at the right in Fig. 6.

This principle of supplying a complete mixture to a number of burner units is also found in systems operating with high-pressure gas and atmospheric air.

Fan-Mix Burner: Large steam-generating units often employ a high-pressure (2 to 25 psi) gas burner of the gas-ring, the center-diffusion tube, or the turbulent (Fig. 7) design. The gas-ring design has an annular* manifold located between the air register and the furnace wall surrounding the burner opening. Orifices drilled in this ring spray gas at an angle across an incoming air stream controlled in quantity, velocity and rotation by the registers.

In the burner of Fig. 7, gas issues from jets drilled at an angle in a rotating spider. The resulting reaction spins the spider and with it the connected fan. A shutter controls air drawn in, to maintain the desired fuel-air ratio. Thorough mixing of gas and air results from the turbulent interaction of jets and air stream; combustion is completed close to the burner. # #

* See glossary.

GLOSSARY

Engineering terms used in this article

Annular—In the form of a ring; annular openings are openings that ring a center zone of activity.

Aspirate—The action of sucking in or drawing in by a suction within the burner the required air for mixing with the gas.

Manifold—The branched pipe that leads the mixture of gas issuing from spuds and air to the furnace chamber.

Premix—With gas firing, a system in which air to be used in burning the gas mixes with it before entering the furnace, and the amount is more than that required to help carry the gas.

Primary air—In combustion theory, the air that is mixed with the fuel outside the furnace and helps carry this fuel into the furnace, where it meets whatever additional or secondary air is needed for complete combustion.

Psig—Pounds per square inch gauge.

Refractory—Mason-like material that can resist high temperatures.

Spud—Special head fitting that feeds into a manifold, like that in an automobile, where gas and air can mix.

Throat—The narrow area in a typical gas or oil burner where gas or oil and air mixtures are forced to mingle in closer relationship to improve combustion.

Turndown—In gas burning this means the range from full opening to minimum where enough gas still leaves the burner for combustion. The burning rate or range can run from 4 times as much at full opening to that at minimum and the turndown is then said to be 4 to 1.

Venturi—Special throat design in a tube built so that the wider area of one end of a tube is scientifically narrowed down to transfer the velocity of the gas to pressure, so that rate of flow can be measured.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BUILD YOUR PROFITS FASTER



with

Bill Glover

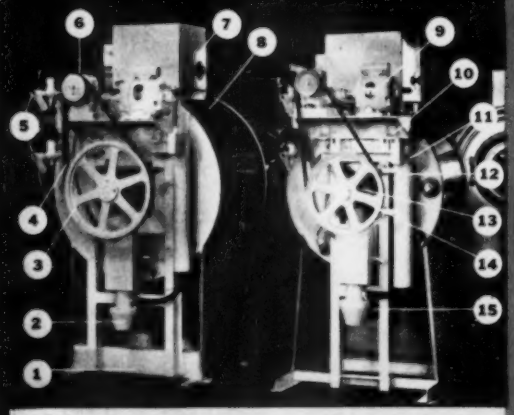
25 and 60 Lb.

OPEN-END WASHERS

Here's Heavy-Duty Design and Construction for Continuous Performance and Long Service Life

- OUTSTANDING WASHING ACTION. Equal reverse prevents tangling.
- PRODUCES Finest Work.
- SAVES water.
- FIRST WITH LARGE LOADING DOOR. Diameter, 18 inches; Area, 255 square inches.
- DURABILITY for years of trouble-free service.
- QUALITY COMPONENTS. Look at picture bottom left of the page. See for yourself how both the 25 and 60 lb. washers were designed even bigger and better than your own specifications.

60 and 25 Lb. CAPACITIES





OPTIONAL—the sensational Auto-Trol—most flexible and practical control of its kind. Gives your washer a mind of its own! Anyone can use it to change formula to any need. Comes with three standard formulas for whites . . . colors . . . blankets. Change from manual to automatic with the flick of a switch.

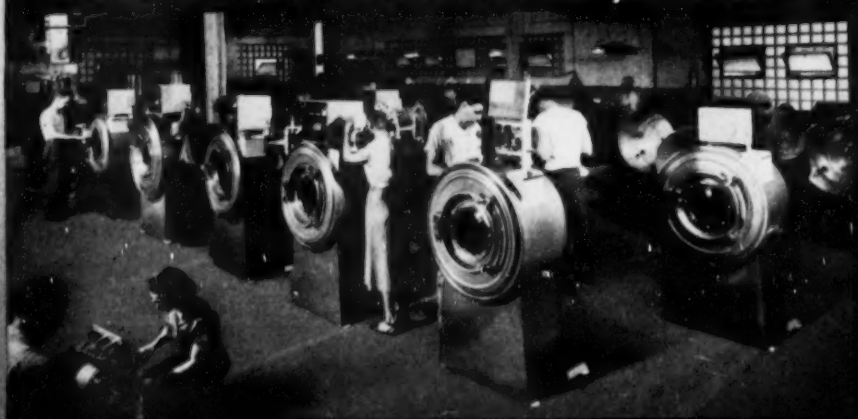
1. Heavy Steel Base.
2. Auto Electric Dump Valve with Manual Control.
3. Pulleys—largest used on any washer—guarantees traction.
4. One Belt for 25 lb.; Two Belts for 60 lb.
5. Auto Electric Hot and Cold Fill Valves.
6. Geared Speed Reducer.
7. Top Mounting of Electrical Equipment.
8. Stainless Steel Shell, Cylinder and Base.
9. Reversing Motor.
10. Easy Belt Adjustment.
11. Belt Guard Enclosing All Moving Parts, Not Shown.
12. Auto High-Low Water Level Control.
13. Water Seal requires no adjustment or lubrication.
14. 10,000 lb. water-proofed Seal-Master Ball Shaft Bearings.
15. Pin Trap protects dump drive.

SEE YOUR JOBBER

Bill Glover, Inc.

5204 Truman Road Kansas City 27, Mo.

FULL STEAM AHEAD *on production*







HEAD TABLE (above), left to right: Frank Stuewe, clinic host; Mrs. Lucien Dietrich, secretary-treasurer of Guild; Fred Nuttall, president; Allan Copeland, executive secretary, and John Egli, vice president

Dyers' Clinic Features Orlon

Seneca Dyers plant is host to Rochester meeting

by WILLIAM R. PALMER

CONTINUING ITS PROGRAM of rotating technical clinics among the various member plants, the Garment Dyers Guild of America met June 12-13 at the Seneca Dyers Company in Rochester, New York, with owner Frank Stuewe and his family as hosts.

On Friday morning the group assembled at the plant to watch work in process, including a lot of special problems held out during the week for the occasion. Then on Saturday morning the Guild members came back to the plant to see how the garments looked when they had dried out.

A business meeting was held Friday afternoon at the Powers Hotel after a group luncheon. Among the subjects presented was the possibility of the Guild members adopting for distribution either a very attractive display for store windows and counters, or else an intriguing "mobile" to be suspended from store ceilings.

The display had a simple but effective lighting arrangement that caused a dress to change all colors of the rainbow automatically. The mobile carried advertising of many different services that are generally offered by drycleaners. Both devices had the merit of providing movement to catch the eye.

Decision on these promotion items was postponed while further information was to be obtained about their use.

It was also decided at this business meeting to hold next year's clinic in Indianapolis, Indiana, at John Egli's General Dyeing Company.

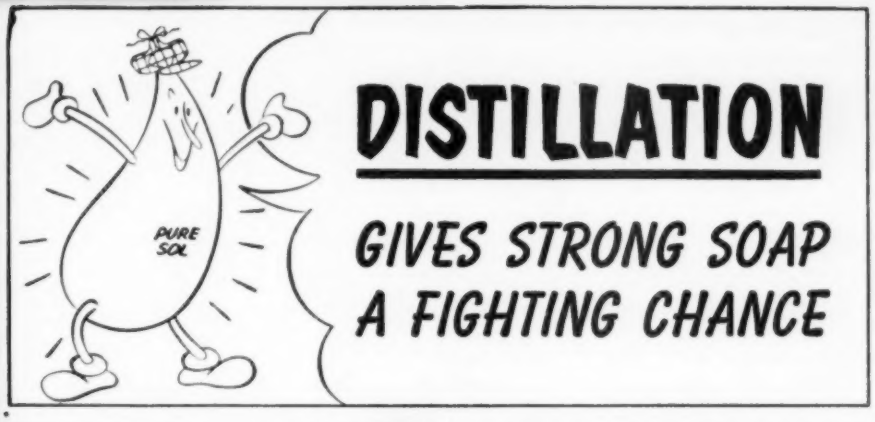
After the dinner Friday evening a general technical discussion was held. Although it was planned to cover a wide range of subjects, the topic of redyeing garments of Orlon or Orlon blends soon was found to be closest to the surface of current problems in the industry.

Three major types of Orlon fiber are used in fabrics made up into garments now coming to the redyer. The consensus was that one type presented no problem at all, a second type took much longer (than acetate, for instance), and the third type had not yet been satisfactorily dyed at any commercial dyehouse or, so far as was known, in any laboratory.

As usual at one of these clinics, the formal program was only half the value. Little conferences (bull sessions, we should say) in corners of the rooms involved trading ideas on machine designs and modifications, dyeing formulas, sizings, finishing, dryroom setups, etc.

The Garment Dyers Guild of America is proving to be one of the busiest and most effective little national associations in this country. # #





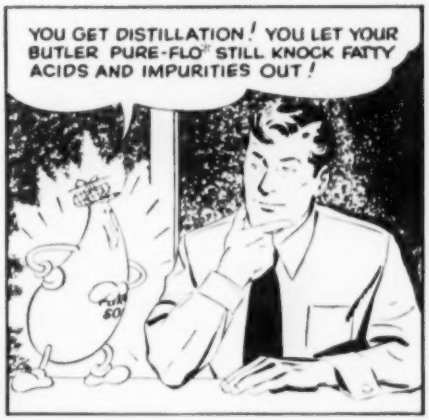
DISTILLATION

GIVES STRONG SOAP A FIGHTING CHANCE

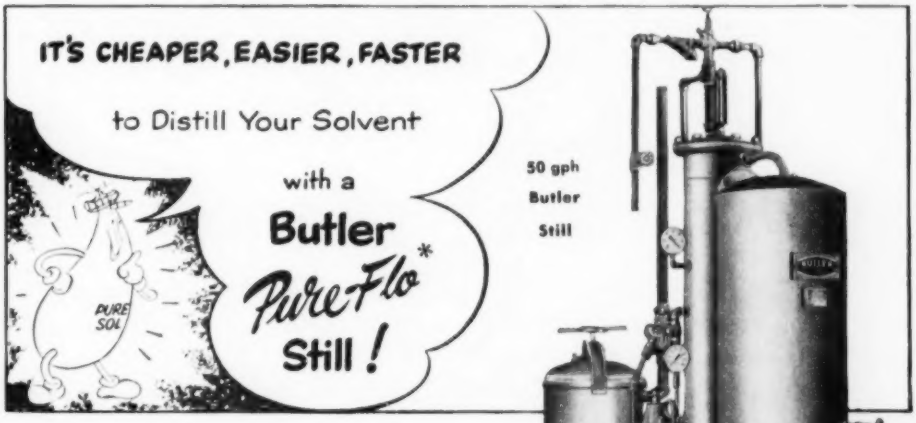












Cheaper . . Only 1/10 of a cent a gallon to distill solvent with your Butler Pure-Flo* Still!

Easier . . . . Automatic controls do the job for you . . . automatic temperature, heat and solvent feed controls!

Faster . . . . You use *any* soap or soap formula. You do more cleaning in washer. Get more out of *all* equipment—faster!

*Trademark

Don't *assume* your solvent's okay—*find out!* Write Butler Manufacturing Company to have a Butler representative test your solvent in your own plant.

KANSAS CITY, MO.
Birmingham, Ala. — Richmond, Calif.
Galesburg, Ill. — Minneapolis, Minn.

BUTLER
STEEL PRODUCTS

OIL EQUIPMENT — STEEL BUILDINGS
FARM EQUIPMENT—CLEANERS EQUIPMENT
SPECIAL PRODUCTS

See your Butler sales representative, or write:

BUTLER MANUFACTURING COMPANY
7452 East 13th St., Kansas City 26, Missouri



don't let stains get you down!

Being floored by the costly time and labor involved in removing nasty stains?
Better switch to "O" SPOTTER, Kohnstamm's exclusive miracle pre-spotter that removes *all* stains *...quickly, completely, safely!*

Yes, "O" SPOTTER is the modern way to remove ink, lipstick, paint, blood, food...virtually every type of stain...from all fabrics.

Best of all, "O" SPOTTER contains no chemicals to clog your dry cleaning system...*and leaves no odor!*

But trying is believing...so try "O" SPOTTER soon on our money-back guarantee. Available in gallons or drums.

SERVICE THROUGH CHEMISTRY

H. KOHNSTAMM & CO., INC. 102nd Anniversary 1851-1953

ESTABLISHED 1851

H. Kohnstamm & co., inc.

- 89 PARK PLACE, NEW YORK 7
- 11-13 E. ILLINOIS ST., CHICAGO 11
- 4735 DISTRICT BLVD., LOS ANGELES 11

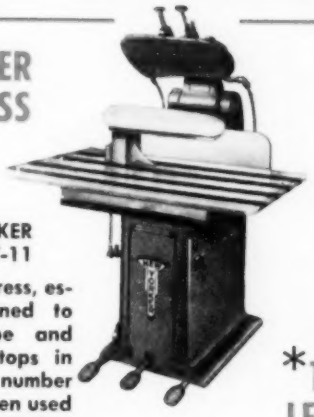
ALBANY • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI
CLEVELAND • DALLAS • DENVER • DETROIT • GREENSBORO • HOUSTON
INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO. • MEMPHIS
MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA
PITTSBURGH • ST. LOUIS • SAN ANTONIO • SAN FRANCISCO • SEATTLE

FOREMOST MANUFACTURER AND DISTRIBUTOR OF QUALITY LAUNDRY AND CLEANING SUPPLIES

When writing to advertisers please mention The NATIONAL CLEANER & DYER

The *PERFECT PAIR for PANTS PRESSING

*TROUSER TOP PRESS

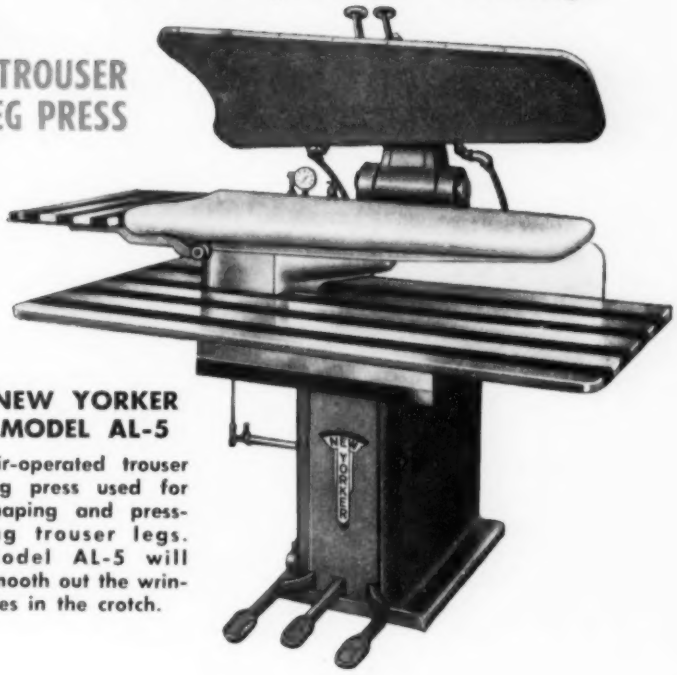


NEW YORKER MODEL AT-11

Air-operated Press, especially designed to properly shape and press trouser tops in the minimum number of lays. Has been used by trouser manufacturers and drycleaners for years to give a smoother, finer pants top.

NEW YORKER AIR OPERATED PRESSES for Quality Pants Pressing

*TROUSER LEG PRESS



NEW YORKER MODEL AL-5

Air-operated trouser leg press used for shaping and pressing trouser legs. Model AL-5 will smooth out the wrinkles in the crotch.

These TWIN Performers

will give you the most economical and modern pants finishing department money can buy. They will pay for themselves in short order through greater production, finer quality, and easier operation.

Let us give you the full facts about these TWIN PERFORMERS. We guarantee you'll be interested.

Inquire about the New Yorker Convair to convert any make Foot Press to an Air Press.

Write for our new Presentation Catalog, showing over 300 models made by the world's largest maker of Foot and Air Operated Pressing Machines.

NEW YORK PRESSING MACHINERY CORP.

AGENTS IN ALL PRINCIPAL CITIES

880-888 Broadway (Cor. 19th St.) • N. Y. 3, N. Y.

Paterson, N. J.—Factories—New York, N. Y.

"Builders of Better Pressing Machinery For Over 40 Years"

NEW YORKER

New York Pressing Machinery Corp.
880 Broadway, N. Y. 3

Please send me Free Illustrated Catalog, Price List and Nearest Dealer.

Name .....

Title .....

Firm .....

Address .....

City ..... Zone ..... State .....

NCD-8-53

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ASSOCIATION NOTES

State and LCATA Officials Meet: At a special meeting held in New York on June 18, officers of a number of state drycleaning and laundry associations met with officials of the LCATA to discuss relations between their organizations.



AT CONFERENCE, left to right, first row: Harold C. Buckelew, executive secretary, New Jersey Laundry and Cleaning Institute; William J. Schleicher, secretary-director, LCATA; W. H. Balderson, executive secretary, Maryland, D.C. & Virginia Laundryowners; Hugh W. Smith, secretary-treasurer, Illinois State Cleaners & Dyers

Second row: Hugh G. Henderson, director, LCATA; Bernard Glasner, executive secretary, Connecticut State Association of Cleaners & Dyers; Charles N. Bohnsack, president, and Simon Rosenstock, executive director, New York State Cleaners & Dyers; Herbert Satter, executive secretary, Cleansing Plant Owners of Massachusetts; Wayne Wilson, director, LCATA

Third row: K. C. Jones, LCATA; Wilson A. Leece, executive secretary, Ohio Laundryowners and Laundry Institute of Cleveland; F. J. Ross, Jr., president-director, LCATA; Jack Ryan, director, LDCMMA; Richard V. Whalen, secretary-treasurer, New York State Laundryowners; Rodger R. Jackson, managing director, LCATA; Stuart A. Smith, president, Maryland, D.C. & Virginia Laundryowners

Rear row: John A. Higgs, president, New Zealand Federation of Cleaners and Launderers; Val E. Dayton, president, New York State Laundryowners; Albert G. Earle, assistant managing director, LCATA

Present but not in picture: William H. Minty, past president, and George J. Grasser, president, Connecticut Launderers and Cleaners

A considerable amount of confidence in the future of drycleaning and commercial laundering was expressed. Representatives of all groups felt that the meeting had accomplished a successful purpose and that future meetings of the same nature should be held.

Even more harmonious relations between members of the LCATA and state associations are expected to result from the meeting.

# #

Rug Cleaners Plan Convention Attractions: Miami, Florida, will be the location of the ninth annual convention and exhibit of the National Institute of Rug Cleaning. It is scheduled for January 15-18, 1954, with headquarters at the McAllister Hotel and meetings and exhibit in the new Miami Auditorium. Business sessions will be held only half the day, with the exhibits open the other half. The theme of the convention will be "Learn from other rug cleaners."

A 2½-day trip to Cuba following the convention will be arranged for those who wish to make the trip. Two prizes of free trips from Miami to Cuba and return will be awarded—one to the member who submits the best sales promotion program used during 1952, and one to the member who submits the best slogan for the rug cleaning industry. Details of these two contests will be announced shortly.

A prize of a free convention registration will be given to the member who wears the best vest made out of a rug.

# #

Michigan Name Rechanged: The name of the Michigan group, which had been changed to Drycleaners Association of Michigan, as previously announced, has again been changed. The first change had been approved by the Detroit branch of the Michigan Corporation and Securities Commission, but the approval was reversed by the Lansing branch. The name has therefore been changed again, and is now Michigan Institute of Drycleaning, Inc.

# #

Wisconsin Membership Contest: Following the success of last year's contest, the Wisconsin Dry Cleaners Association has announced another allied trades campaign for membership. The winning salesman and his company will be appropriately honored at the association's annual convention, to be held December 6 at the Schroeder Hotel in Milwaukee.

# #

Local Meetings: The joint meeting of the Sarnia, Essex County, Mid-Western, Hamilton and Kawartha Divisions of the Dry Cleaners Institute **(Ontario)**, held June 22 at St. Catharines, drew an attendance of 61 drycleaners. Presentations were made to Secretary Dayton of the Niagara District Division and to the retiring chairman, R. Hugh Feasby. President Jack Snitzer of the Toronto Division was among the guests.

Members of the **Twin State** (New Hampshire and Vermont) Launderers and Cleaners met June 11 at Claremont, N. H., to hear a talk on problem fabrics by Cort Antonson, textile analyst.

# #

Ontario Group Adds to Staff: The Dry Cleaners Institute (Ontario) has announced the addition to its staff of John J. Dillon. The new representative will visit meetings of the organization's various divisions.

# #

Local Elections: Newly elected officers of the **South Texas** Cleaners and Dyers Association are Charles G. Krumboltz, Tower Laundry, president; W. R. Morgan, Morgan Cleaners, vice president; Mrs. Harold Hailey, secretary; Jerry Wachob, Guarantee Cleaners, treasurer, and Mrs. Virginia Nesbit, continuing as executive secretary. New directors are J. A. Smith, Ben Davis, Ray Denison, L. J. Lindsey, Walter Pope, Charles W. Hummel, Harold Hailey, O. S. Bradley, William D. Vaught and Bud Worthington.

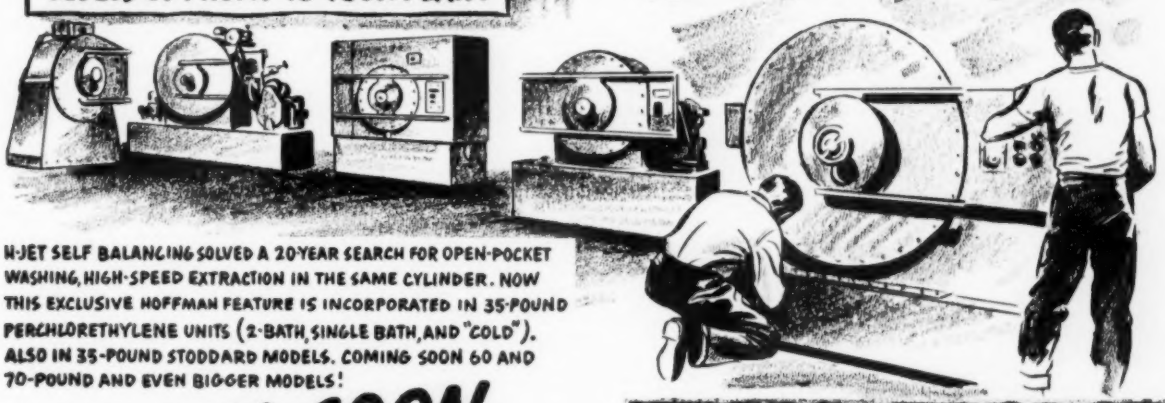
The **Milwaukee** (Wis.) Cleaning Plant Owners Asso-

HEARD THE NEWS?

BIG THINGS ARE HEADED YOUR WAY FROM **HOFFMAN** AN EXCITING PARADE OF NEW EQUIPMENT IS NOW IN PRODUCTION (OR SOON TO BE RELEASED)

ALL AIMED TO BRING NEW HIGH LEVELS OF PROFIT TO YOUR PLANT

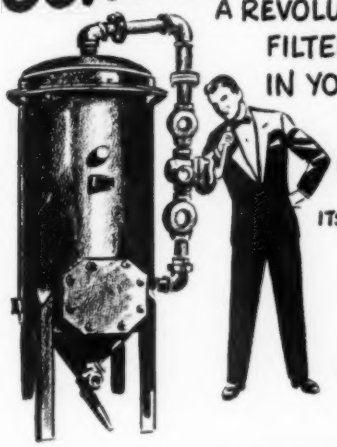
Just See How our H-JET Family is Growing



H-JET SELF BALANCING SOLVED A 20-YEAR SEARCH FOR OPEN-POCKET WASHING, HIGH-SPEED EXTRACTION IN THE SAME CYLINDER. NOW THIS EXCLUSIVE HOFFMAN FEATURE IS INCORPORATED IN 35-POUND PERCHLORETHYLENE UNITS (2-BATH, SINGLE BATH, AND "COLD"). ALSO IN 35-POUND STODDARD MODELS. COMING SOON 60 AND 70-POUND AND EVEN BIGGER MODELS!

COMING SOON

A REVOLUTIONARY TUBULAR FILTER YOU CAN CLEAN IN YOUR "FULL DRESS"!



HOFFMAN ENGINEERS HAVE PERFECTED A NEW IMPROVED-DESIGN TUBULAR FILTER THAT BACKWASHES ITSELF WITH ONE TURN OF ONE VALVE. INGENIOUS ARRANGEMENT OF TUBES ASSURES AMAZING LONG OPERATING CYCLE. SLUDGE SETTLES OUT WITHOUT CONTAMINATING CLEAN SOLVENT.

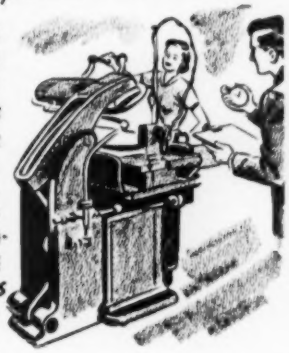
NOW! BETTER-THAN-EVER SERVICE FOR MIDWESTERN PLANTS



JUST OPENED! A COMPLETELY STOCKED CHICAGO SHOWROOM AND WAREHOUSE FOR FASTER AND BETTER SERVICE TO OUR MIDWESTERN CUSTOMERS. VISIT US AT 3129 WEST 47th STREET NEXT TIME YOU'RE IN CHICAGO. PLENTY OF PARKING.

They've Proved Finishing Costs Can Be Cut (and not at the expense of quality)

STUDIES BY HOFFMAN EXPERTS PROVE THAT FINISHING COSTS NEED NOT RUN TO 5-TIMES THE COST OF CLEANING. THEIR SOLUTION IS PRODUCTION-BETTER PRODUCTION THROUGH THE USE OF UNIT FINISHING. PLANTOWNERS ARE REAPING LOWER COSTS, BETTER CUSTOMER GOODWILL WITH THE HELP OF NEW HOFFMAN UNITS FOR SILKS, WOOLS, SACK COATS AND TROUSERS.



WHAT'S NEW FOR YOU?

CALL YOUR HOFFMAN REPRESENTATIVE OR WRITE FOR DETAILS ON THESE AND OTHER NEW HOFFMAN PRODUCTS

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 103 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ciation has chosen the following officers for 1953-54: A. E. Bruk, Bruk's Cleaners and Dyers, president; Albert Petaschnick, Egyptian Cleaners and Dyers, first vice president; Albert Schneiderman, Cadet Cleaners, second vice president; Fred Di Torrice, Artistic Cleaners, third vice president, and Armin Meisenheimer, Novelty Dye Works, executive secretary.

New officers of the Associated Retail Dry Cleaners of **California** are Henry Polk, Los Angeles, president; William Cropper, San Francisco, first vice president; Claude Carruth, Los Angeles, second vice president, and Samuel Gerf, San Mateo, executive secretary. The group will hold its convention at Fresno September 5-7, with arrangements by a local committee headed by Harry Pinajian, president of the Fresno Dry Cleaners Association.

At the recent annual meeting of the Launderers and Cleansers Association of **Rhode Island,** John Nahigian of Providence was chosen president, James D. S. Aitken vice president, R. Franklin Weller secretary, and Albert F. Newman treasurer. A certificate of appreciation for his work during the past two years was presented to the outgoing president, William B. Welch of Providence.

# #

Grateful Kern County: At the close of the season, members of the Kern County (California) Cleaners and Dyers Association have pinned figurative orchids on:

Richard Newman, president, for unselfish devotion of time and effort in behalf of the association;

R. R. Street & Company Inc.; the Wallerstein Company; Pacific Telephone and Telegraph Company; California Highway Patrol Division; National Institute



KERN COUNTY cleaners, left to right, seated: Mr. and Mrs. Henry Brandt; Richard Newman, Jr., president; Mr. and Mrs. Ted Salsbury; Mike Dodge; Harvey Cook, vice president; Mrs. Jerry Dunn. Standing: Elbert Kirby; Stan Pope; Ed McElvaney; Henry White; Norire Sabonjian, secretary; Mrs. and Server Kaar; Mrs. and Jerry Free; Mrs. and Edward Brigham; Jerry Dunn

of Drycleaning; Donald Irwin, assistant director of civil defense; Ross Jones of the Snyder Ambulance Company; Charles Dodge of the Bakersfield Police Department, and Howard Roland, state director of rehabilitation for handicapped persons, for their participation in clinics and demonstrations;

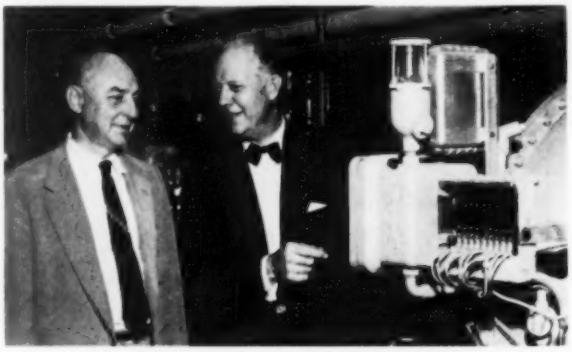
State inspector Merle Willits, for invaluable help in giving information and cooperation to the association.

Meetings have been discontinued for the summer, it is reported by Norire L. Sabonjian, secretary of the group, and will start again in September.

# #

Connecticut Secretary Resigns: The Connecticut Launderers & Cleaners Association has announced the resignation of its executive vice president, Robert S. Hawthorne, who has been in charge of its Hartford office since its inception nearly eight years ago. A successor has not yet been announced.

Drycleaning Course in Dallas: A training course designed to make up for the shortage of skilled workers in the drycleaning industry has been started at the Dallas (Texas) Vocational School.



PLANS for school are discussed by Carl Mangold (left) and Denys Slater

The courses are being promoted as part of the program of the Professional Laundry and Cleaning Association of Dallas, according to its president, Carl A. Mangold. The secretary-treasurer of the association, Denys Slater, was instrumental in making arrangements for the course, including installation of equipment.

The first drycleaning course at the school, which is part of the Dallas public school system, started the beginning of July.

# #

New Yorkers Close Season: The Neighborhood Cleaners Association (Greater New York) wound up another successful season with its June meeting, attended by more than 50 drycleaners and allied tradesmen.

The guest speaker was Henry Schulman, branch chief engineer of the Cyclotherm Division, U. S. Radiator Corporation. He discussed the different types of boilers, selection of the proper type, and maintenance, and took up specific problems in the following question-and-answer period.

During the business session, the group voted to go on record as opposing the recent perchlorethylene price increase. A report of field survey activities and future projects was made jointly by NCA representative Pat Carter and Frank Pollatsek, executive secretary. Irving Golin reported on the activities of the Bensonhurst Neighborhood Cleaners and their success in establishing a Saturday closing plan during the summer.

Irving Saks presided at the meeting. The next is scheduled for September.

# #

Allied Trades Club Elects: The Connecticut and Western Massachusetts Allied Laundry Trades Association Club has chosen the following new officers for the coming year: Roger Gerritson, president; Ed Robnett, vice president; Mel Rutt, treasurer, and Earl Young, secretary.

# #

Texans Move Headquarters: The state office of the Texas Laundry and Dry Cleaning Association has been moved from Dallas to Austin, it has been announced by David P. Wallace, Jr., president. Mr. Wallace also announced the appointment as executive secretary of

Street's Conductivity Control Unit proves its practicability

*PATENT PENDING

This letter is typical of reports from other leading plantowners who have enjoyed similar results while using Formula 886 with Street's invention for conductivity control.



BLAKELY LAUNDRY CO.
156 BRUNSWICK AVE. AT MONTGOMERY ST.
TRENTON, N. J.

May 11, 1953

Mr. Roy Ross
401 Darlington Rd.
Chatham Village
Havertown, Pa.

Dear Roy:

I wish to express our complete satisfaction with the moisture control device you recently furnished us and helped install on our double Tru-Cleen unit.

Only this device has enabled us to be sure that we add the correct amount of moisture at all times, regardless of general humidity conditions.

Moreover, the push-button simplicity of the control is such that anyone can be trained in its use in a very few minutes.

As you are aware, the past several weeks with its unusually high humidity would have caused us much difficulty in the past, yet due to this control we have experienced no cracking, crocking, excessive wrinkling or other difficulties traceable to excessive moisture.

Since we are operating in the main with little or no classification as to garment materials, we would be unable to operate safely without your meter.

Please accept our thanks for installing it and feel free to use this letter in any manner you see fit.

Sincerely,

A.F. Evans
Plant Supt.
BLAKELY LAUNDRY CO.

Roy Ross, to whom this letter is addressed, is Street's senior field technician in the Philadelphia area.

Copyright 1953

R. R. STREET & CO., INC. — INDUSTRIAL CHEMISTS SINCE 1870

561 W. Monroe St., Chicago 6, Ill.

S886-37

Lynn B. Shaw, who has had experience of this nature in chambers of commerce and other trade association groups.

Mr. Shaw succeeds Hugo Swan, who has retired after 25 years of service to the organization and the drycleaning industry. He is now enjoying a well-earned vacation in Europe.

# #

Cooperation With Canadian Manufacturers: At a recent meeting of members of the Dry Cleaners Institute (Ontario) with members of the Canadian Silk and Rayon Institute, it was agreed that the drycleaning group would make practical tests of new fabrics and finishes under development, and release the results to members of both groups.

It was also suggested that any mill putting out a new fabric or finish should supply information to the drycleaners about any special methods or precautions to be observed. The Toronto group also plans to distribute to its members swatches of new fabrics with handling instructions.

N.I.D. NEWS

Staff Additions: James B. Dalgliesh has joined NID's staff as industrial psychologist in the management engineering department. He holds a degree in psychology from American University and is taking postgraduate studies in this subject. He also has a background in managing small business.

Mr. Dalgleish will assist members on problems or questions on employee testing, training and supervision. He will also instruct in NID's management course, and prepare the monthly bulletins on supervisory techniques.

Returning to the staff as an instructor in the general course is Clarence G. Pierce, formerly manager of NID's Western branch. He has had a long background in the drycleaning industry, operating his own plant before World War II. After five years with the Army, he was instrumental in installing and operating several drycleaning plants in Europe for the use of occupation forces.

In 1947 Mr. Pierce returned to this country, attended the 62nd general course, and remained with NID as an instructor. He was promoted after two years to the analysis department, and then to the managership of the Western branch, where he remained until May of 1952. He then spent a year visiting plants in the Midwest as a representative for a detergent company.

# #

Recent Publications: As a result of the number of shrinkage complaints coming in to the analysis department, the NID made further tests on Orlon fleece coats. The results are reported in Technical Bulletin T-306, together with precautions for handling these garments.

Bulletins S-7, S-8 and S-9 in the Supervisory Techniques series deal with employee morale. The first defines morale, explains its importance and the difficulties that arise in attempting to improve it. The second takes up the role of top management in building good morale, and the third discusses the importance of good communications between management and workers. The next bulletin in this series will deal with the role of the supervisor.

The NID also announces that it is preparing a Manual for Interviewers. Since the proper selection and placement of employees are a major factor in morale, the manual is intended to aid in plant efficiency.

Varied Program for Eastern Canadians

SPORTS VIED WITH SPEECHES for the interest of 136 delegates who gathered at the picturesque Muskoka Beach Inn in Ontario for the 35th annual convention of the Eastern Canadian Laundry and Drycleaners' Association.

The program opened the evening of June 18 with an address by W. S. Richardson, general manager of the Crown Laundry of Sherbrooke Ltd., Quebec, on "Personnel Management and Plant Morale." The after-session entertainment featured a coronation color film, followed by a buffet and dancing.

The official opening the following morning included the president's address by J. E. Adamson of Hamilton and the secretary-treasurer's report presented by Knud Rasmussen of Simcoe. The principal talk of the session, on "Enthusiasm Sells," was given by William Bee of the AIL, route sales supervisor for the Institute laundry.

Friday afternoon was given over to the annual golf tournament, with business taken up again at the evening session with a talk on "Your Confused Customer" by Mrs. M. Humphries, chairman of the National Textile Committee for the Canadian Association of Consumers. An entertainment skit, "Here Goes Nothing," a buffet and square dancing wound up the day's activities.

Saturday morning was devoted to a panel with questions answered by the experts: the three speakers—Mrs. Humphries, Mr. Bee and Mr. Richardson, reinforced by Ernest Finlayson and Colin Bayley of the Canadian Research Institute of Launderers and Cleaners.

A sports program Saturday afternoon, and a banquet, entertainment and dance in the evening wound up the three-day session.

Awards for the golf tournament were presented at the banquet by Charles Waterfield. Prizes were: Henning Trophy, low net, D. Grant; second, J. Bates. Bell Trophy, low gross, A. Rivard; S. Halliday and F. Roy tied for second place. Frank Gall Trophy, Kickers Trophy, F. Boyland and Mr. Mijai tied. For low putts, W. Richardson and N. Arthurs tied.

Unfortunately, for various reasons, not all of the officers were able to be present at the installation conducted by Past President John Henning. The officers chosen for the coming year are: J. E. Adamson, Hamilton, immediate past president; Lorne Gibson, Toronto, president; Bill Bunting, Toronto, first vice president; Gord Middleton, Toronto, second vice president; Knud Rasmussen, Simcoe, continuing as secretary-treasurer.

Members of the executive board are Alex Purves, Toronto; Bill Snyder, Hamilton; Art Rivard, Windsor; Don Thorne, Toronto, and Allen Wright, Hamilton. # #

BRIDGE THE P&L GAP

with a RUG CLEANING DEPARTMENT



THE

MULTI-CLEAN *Method*

Shows You How!

There are thousands of rugs and carpets in homes and business places that have never been professionally cleaned. Many of them belong to your present dry cleaning customers. The Multi-Clean Method will not only help you get these jobs and others, but will equip you to handle them at handsome profits.

Using top-quality Multi-Clean equipment and materials with the recommended methods you will do the kind of work that will satisfy your customers and build you a steady profitable repeat business. The Multi-Clean Method can be used "on-location" as well as in your plant, thus opening up an even bigger field for you.

LET US HELP YOU GET STARTED! Right now is the time to get started in this profitable business. You can have a Multi-Clean expert come right into your plant to help you get organized. He'll train your help so they can handle rug and furniture cleaning in their slack periods, and you'll do more business without increasing overhead. Many cleaning establishments like your own have bridged their profit and loss gap with a rug cleaning department. Mail the coupon today!

SMALL INVESTMENT—BIG PROFITS
VERY LITTLE SPACE REQUIRED

Less than a thousand dollars puts you in business via the Multi-Clean Method. Many dry cleaners report they have increased their business by 35% and more . . . gained many new dry cleaning customers, too. Lack of space is no obstacle either, as one dry cleaner reports he turned a 20' x 24' room into a "goldmine." Remember, most of the money makers are "on-location" jobs, and for these, no plant space is required.

MULTI-CLEAN SCRUBBER
Balanced construction . . . finger-tip control. Four sizes: 12", 14", 16" and 19" brush spread.



MULTI-CLEAN VACUUM
Wet or dry pickup. Safe, portable, quiet. Attachments for every need. 5, 14, 20 and 55-gal. tank sizes.



MULTI-CLEAN PLANT TYPE SCRUBBER
Standard hose connections. Perfectly balanced for ease of operation. Two sizes: 16" and 19" brush spread.



MULTI-CLEAN CHEMICALS
RUG SHAMPOO with rich cocoanut oil base and powerful germicide. Safe on all carpets and rugs.
UPHOLSTERY SHAMPOO renews fabrics quickly, easily, safely. Contains powerful cleaning and germicidal agents.



ALWAYS USE GENUINE MULTI-CLEAN ATTACHMENTS AND MATERIALS

FREE! STEP BY STEP METHOD



A colorful 8-page folder, "The Right Way to Multi-Clean Carpets and Rugs" illustrates by clear diagrams and a few simple directions how to do a streak-free shampooing job. It tells how to get the right start, how to determine pile direction, how to prepare for shampooing, mixing the solution, adjusting scrubber, etc. There are also special helps and precautions, and a section devoted to the cleaning of upholstery.

MAIL THE COUPON TODAY!

MULTI-CLEAN PRODUCTS, INC., Dept. NC-8
2277 Ford Parkway • St. Paul 1, Minnesota

Gentlemen: Please send me the free folder, also more information on how I can open a rug cleaning department with The Multi-Clean Method.

Name _____

Address _____

City _____ *Zone* ____ *State* _____

THE MULTI-CLEAN METHOD: The Only Complete Floor Maintenance Program Available Thru Authorized Distributors Everywhere.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

3-WAY VERSATILITY

WITH THE NEW PROSPERITY® FULLY-AUTOMATIC 6-B SYNTHETIC CLEANING UNIT

Timed, Automatic Soap Injection for CHARGED SOAP cleaning...with DISTILLED RINSE

Timed Automatic Injection of Fresh SOAP FOR EACH BATH with DISTILLED RINSE

24 MINUTE CYCLE for STRAIGHT SOLVENT cleaning...in dry... cleaned and out dry

New Features

- **24 MINUTE CYCLE ...in dry...cleaned and out dry**
- **HIGH-SPEED EXTRACTION minimizes drying and rinsing, saves time and solvent**
- **INCREASED DRYING EFFICIENCY**
- **FAST FILLING**
- **FAST DRAINING modernized button trap and dump valve**

TIME-TESTED

Retained Features

- **FORMATROL® CYCLE TIMER ... a Prosperity Exclusive**
- **EXTRA LARGE CLOTH DUSTBAGS ... provide free flow of drying air**
- **FULL BATCH DISTILLATION ... removes soluble impurities**
- **OPEN-POCKET, REVERSE-ACTION CYLINDER ... only method for uniform, maximum soil removal**
- **FULL FLOW FILTER CAPACITY ... where cleaning capacity is so increased with use of soap, it is necessary to have a high flow rate to remove the excess soil**
- **DISTILLED SOLVENT RINSE FACILITIES ...essential with charged system**

PROSPERITY'S

UNIVERSAL 6-B

FULLY-ENCLOSED COMPLETE UNIT
CONTINUOUS AUTOMATIC OPERATION
WITH OR WITHOUT SOAP



© 1953, The PROSPERITY COMPANY, Inc.

The PROSPERITY Company Inc

AUTOMATIC PRECISION PRODUCTION TOOLS FOR LAUNDRY AND DRYCLEANING PLANTS

Trademark Prosperity Reg. U. S. Pat. Off.

Main Office and Factory, Syracuse 1, N. Y. Sales, Service and Parts in Principal Cities

PIONEER MANUFACTURERS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NEWS NOTES

IN THE TRADE

Flexible Floor Trucks



A new series of floor trucks which are assembled by the user and which may be altered to meet changing needs has been introduced by the Leebaw Manufacturing Company. The units are shipped knocked down and may again be disassembled for storage.

According to the manufacturer, a complete truck may be put together in less than five minutes. Shelves are added or removed as needed; all parts are replaceable and interchangeable without fastenings, being slip-fitted for fast assembly or removal. No nuts, bolts, screws, pins or washers are required.

The trucks are all-steel, welded construction. Standard shelves are ⅝-inch plywood bound with steel angle; steel shelves with 1-inch flange are optional. Shelf and deck size is 20 by 36 inches; over-all truck dimensions 22½ by 42 inches. Available in four models, all trucks have 5-inch casters with a total capacity of 500 pounds. Heavy-duty casters, with 4-inch hard rubber wheels and a capacity of 1,500 pounds, are optional.

Additional information may be obtained from the Leebaw Manufacturing Company, 65 Wayne Ave., Youngstown 2, Ohio.

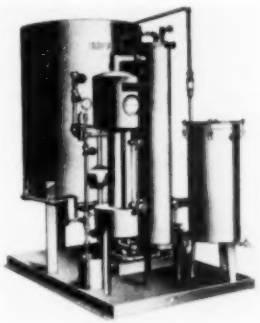
Draper-Form Offer

A free 10-day trial of its new Draper-Form, now in full production, has been announced by Kleenhamper, Inc., Greenville, Ill. The offer is being made to leading plants for a limited time, the announcement states.

The Draper-Form is said to completely steam press and stretch 6 drapery panels at a time, or over 60 panels per hour.

According to Kleenhamper, Inc., Spalding Laundry and Cleaners of Louisville, Ky., reports that finishing and stretching success with the new device has enabled them to increase production while offering a premium-price "Blue Ribbon" service. The Draper-Form has made it possible, it is also reported, for Domestic Laundry and Cleaners of Kankakee, Ill., to guarantee to restore exact lengths to draperies.

Hoffman Still Tank Unit



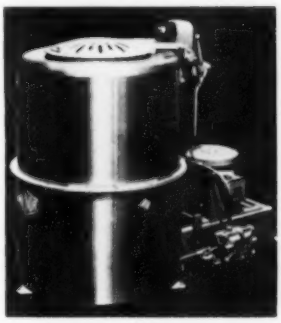
The Model AA-50 pictured above is one of two new still tank units introduced by U. S. Hoffman Machinery Corporation, New York. Capacity is 190 gallons dirty solvent, 180 gallons distilled. The Model AA-25 holds 140 gallons dirty, 130 gallons distilled solvent. Both models consist of Model AA still, oversized pump and vertical compartment tank, mounted on steel base, factory-piped and wired for service connections.

New Fabricare Finish

A new retexturing formula has been introduced by the NewGlo Division of Fabricare Chemical Corporation, 920-930 E. 43rd St., Chicago 15, Ill.

According to the manufacturer, the new product, known as NewGlo, preserves natural sheen and brilliance of color, prevents fading and deterioration caused by humidity and sun, and preserves draping and fresh-looking qualities. NewGlo is applied by the immersion method and requires no special installation.

New 20-Inch Extractor



A new stainless-steel 20-inch extractor, recently announced by the Pellerin Milnor Corporation, New Orleans, is said to be especially thorough in the removal of moisture or solvents. It features an automatic safety cover, stainless-steel basket and curb, and high-tensile alloy steel shaft.

The redesigned braking mechanism is completely automatic and electrically interlocked so that it is impossible to start the extractor without releasing the brake. The extractor also has an interval timer and an audible signal which sounds after the machine has come to a stop. The fully automatic equipment is optional.

Gummed-Tape Dispenser



A new type of gummed-tape dispenser has been introduced by the Roll-on-Sealer Company, Antioch, Ill. The unit moistens, measures and applies gummed tape to any type of carton or package. The manufacturer states that the water container will not spill or leak when the machine is used in any position.

The company especially recommends the unit for use in the rug cleaning department, for sealing of kraft paper around rolled rugs.

New Solvent Conditioner

Henry G. Salomon of L. A. Salomon & Bros., New York, has announced that his company is now national sales representative for Rez, a new solvent conditioner for charged systems.

Mr. Salomon states that Rez, an activated filter powder produced by U. S. Mining Corp., provides balanced control over fatty-acid content and color on a load-to-load basis and eliminates odors. He further claims that Rez does not remove the charge, and that it reduces solvent consumption and maintains it in good condition with little or no distillation. He adds that a number of cleaning plants now using Rez have found that it helps to reduce operating costs and gives uniform quality cleaning.

See-Safe Sales Display



A new merchandising display for See-Safe plastic storage and travel bags has been announced by Mehl Mfg. Co., division of Sydney-Thomas Corporation, Cincinnati.

Printed in red and blue on white-lined corrugated board, the new counter stand holds 115 bags in four different sizes —44-inch suit bag, 60-inch dress bag, 72-inch formal bag, and blanket bag. Each size has its own separate compartment, the four rising in step fashion for an eye-level display. The sections also keep the bags completely separated and so prevent selling errors.

The display unit measures 8½ inches wide, 23 inches deep and 17½ inches high, requiring a minimum of counter space. It is given free with the purchase of the assortment of bags.



SPOTS DISAPPEAR LIKE MAGIC with SOLVINK



The Guaranteed Spot Remover

Yes, SOLVINK the guaranteed special-purpose spot remover, makes stains disappear faster—for there's nothing to dissolve, no waiting!

You can cut your spotting time in half and realize greater profits with SOLVINK.

Guaranteed safe for finest fabrics and colors when used according to directions. It's the ideal spot remover for ink, blood, rust and paint stains.

Order SOLVINK today on full money-back guarantee. Your jobber has SOLVINK, or write us (Dept. M-83) for free sample.

One-half pint set (two solutions) $2.25

Also economical pint, quart and gallon sizes.

And you can use these companion products profitably, too—

- **TANSOL**—for Tannin Stains
- **GREENZYME**—Digestant
- **IODAZE**—for Iodine Stains
- **SIZ-IN**—Hat Size

GREENVILLE CHEMICAL COMPANY
P. O. Box 1087
Greenville, S. C.

and shipped already set up with a full assortment, ready for use.

New Detergent Products

A new Western research and development group operating under the name Lustrol has introduced three new drycleaning detergents for charge and strong soap systems. Other major developments will be introduced from time to time, the company states.

Present products are Lustrol Percharg, for chlorinated solvent systems; Lustrol 1240, for the exclusive drycleaner, and Lustrol Petrocharg, a product for large petroleum production plants which is claimed to produce a strong-soap cleaning result without clear rinsing.

Further details may be secured from Lustrol Premium Products, 209 Utah St., San Francisco, Cal., or from its exclusive Western representative, Patek & Co., 1900 16th St., San Francisco 1, Cal.

New Fuel Burning System

A completely factory-coordinated industrial fuel burning system, which is said to make available for the first time a packaged system for the conversion of large boilers to oil or gas firing, has been developed by the Industrial Division of York-Shipley, Inc., York, Pa.

The York-Shipley F/C is built around the York-Power burner for oil or gas firing. The system includes proper controls mounted in panels and wired to terminal strips for easy connection, factory engineered windbox assembly and refractory ring to guarantee quick installation, fuel oil heaters and trim.

"Unity of responsibility for operation of the complete system plus cost savings on both original installation and operating costs are the prime benefits resulting to the buyer of the system," stated George D. Frank, manager of York-Shipley's industrial division.

Motors for Displays

A "mystery motor" designed for animated displays has been announced by Albert Hailparn, president of Einson-Freeman Co., 30-30 Starr Ave., Long Island City, N. Y. The motion of the motor, Mr. Hailparn stated, is caused by alternating expansion and contraction of a bi-metal strip through heat generated by an ordinary electric lamp of 40 watts or more. The bi-metals are brass and ferrous alloys. According to Mr. Hailparn, animated displays attract seven times as many viewers as a still display.

Carts for Moving Clothes



A new cart for moving clothes about a drycleaning plant has been introduced to drycleaning and laundry supply jobbers by Southern Mills, Inc., manufacturers of the Cotton-blossom line of laundry textiles.

Known as Klose-Karts, these mobile units have ball-bearing swivel casters and are offered in three sizes: 45-inch-high Master, 42-inch-high Regular and the 38-inch-high Special. The lightweight carts are shipped knocked down, individually packed, and are easy to store and handle.

Southern Mills is exclusive distributor for Klose-Karts, which are manufactured by Blair Hunt Company at Albertville, Ala.

New Shirt Package

A new shirt package called Neet, developed by Market Industries Co., Inc., is said to offer increased crushproof protection and to be easily and quickly installed in the folded shirt. Operator training is also said to be simple, with the help of an "Instructor" board packaged in every carton.

The new package is said to work equally well in all color styles, sizes and types of shirts, and in both starched and unstarched shirts. According to the manufacturer, it functions efficiently on all types of automatic folders. The package is imprinted with designs, and a variety of games and other items for children.

Complete information and

When writing to advertisers please mention The NATIONAL CLEANER & DYER

samples may be obtained from the manufacturer, Market Industries Co., Inc., 209 Utah St., San Francisco, Cal., or from its representative, Patek & Co., 1900 16th St., San Francisco.

Lane Lift Bulletin

A new bulletin offered by W. T. Lane & Bros., Inc., pictures and describes the new Lane automatic lift. The automatic lift, a rectangular canvas platform with tension springs attached to each corner, hooks inside canvas trucks and baskets. The lift automatically keeps work in the basket or truck at rim level.

The bulletin lists construction features, explains the design and gives specifications. For a copy, write to W. T. Lane & Bros., Inc., Poughkeepsie, N. Y.

Machine-Accounting Folder

A new folder released by Remington Rand Inc. states that three-fourths of the total working time in an average accounting operation is actually spent on filing, finding and preparation.

According to the booklet, waste motion of this type is reduced to a minimum through sound, functional tray design. Proper ledger indexing systems will also produce savings, as will the use of the correct ledger forms fitted into the pattern of the business operation.

For further information about machine-accounting costs, write Remington Rand Inc., 315 Fourth Ave., New York 10, N. Y., for a free copy of booklet No. X1249.

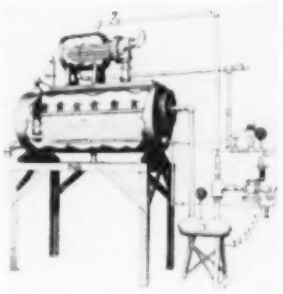
Packaged-Boiler Bulletin

A new bulletin just issued by Orr & Sembower, Inc., describes Powermaster packaged automatic boilers in 17 sizes from 15 through 500 hp for steam process as well as steam and hot water heating service. The booklet describes and pictures Powermaster features, and details the firing equipment for light and heavy oils as well as gas in the Voriflow air-atomizing oil burner design and premix gas burner designs. Detailed specifications describe the boiler, burner and control systems.

The booklet also gives installation photographs, drawings, cutaway views and useful boiler data for operators of boiler plants for process or for comfort heating at pressures up to 250 psi.

For a copy of Bulletin 1219, write to Orr & Sembower, Inc., Morgantown Road, Reading, Pa.

Deaerator Bulletin



A fresh approach to an old problem has resulted in a major design advance in boiler feed water deaerators, states the Fred H. Schaub Engineering Company. It has just released a new brochure (Bulletin 575) which explains this new engineering approach and the improved results achieved with its new "Zero-Oxygen" deaerator.

According to Schaub, not only does this new design efficiently remove all oxygen and other noncondensable gases from feed water (thus advancing the life of the boiler) but the complete system integrates condensation recovery, deaeration, water storage and automatic boiler feeding into a single balanced system. This means undivided responsibility for over-all system performance.

For a free copy of Bulletin 575 write the Fred H. Schaub Engineering Company, 2110 S. Marshall Blvd., Chicago, Ill.

Booklet on Incentives

A new booklet, "The Incentive Story," describing plans used by top companies to get people to do better work, is being offered to business executives by Cappel, MacDonald & Company, incentive firm.

The booklet illustrates all phases of incentive planning, shows prize-campaign themes used by 44 leading companies, gives experiences of actual prize-winning employees, and reports case records of campaigns used by leading companies selling a variety of products and services.

Sales and management ex-

THOUSANDS NOW IN USE IS A GREAT RECOMMENDATION

High Speed — Safety Equipped
WESTERN Extractors



Western Extractors are faster, yet are safer and easier to start and stop. New design cuts vibration. All parts are corrosion resistant.

WESTERN SAFETY FEATURES

Each Western Extractor is equipped with an interlocking safety device on the cover that makes it impossible to start the machine when the cover is open, or lift the cover when the basket is in motion. The motor is explosion proof for complete safety in dry cleaning plants. Foot operated brake brings the self-balancing basket to a gradual stop.

A SIZE TO FIT YOUR WASHER

Western Extractors are available in a wide range of sizes to fit every washer. The right size takes all the load from the washer and cuts out extra handling.

Write today for full information and free book describing Western Laundry and Dry Cleaning Equipment.

Manufactured by

Western Laundry Machinery Co
North Kansas City, Mo.

WESTERN LAUNDRY MACHINERY CO.
420 E. 10th St., Dept. NC-8 North Kansas City, Mo.
Please forward complete information on Western Extractors, Size needed
Name
Address
City State

When writing to advertisers please mention The NATIONAL CLEANER & DYER



ecutives can obtain a free copy by contacting their local C-M office, or writing Cappel, MacDonald & Company, Dayton 1, Ohio.

Flexible-Hose Catalog

Titeflex helically wound flexible metal hose and Uniflex helically corrugated flexible metal hose are illustrated and described in Catalog No. 200, just published by Titeflex, Inc. The catalog also contains descriptions and specifications for Titeflex flexible metal conduit and ferrules, Uniflex hose assemblies and other Titeflex products.

The engineering data section gives charts showing frictional losses versus flow rates for various sizes of metal hose and conduit, which can be used as a standard for flexible metal hose of various types. The section also contains complete information on installation and maintenance of metal hose.

A "first" in this type of catalog is an illustrated story showing how seamed metal hose is manufactured. Other photographs illustrate the construction of other Titeflex and Uniflex products, applications for flexible metal hose, and production, laboratory and testing facilities.

A page of flexible-metal-hose specifications serves as a checklist for selection of the correct hose. Business-reply cards are bound in the catalog.

For a free copy of Catalog No. 200, write to Titeflex, Inc., 500 Frelinghausen Ave., Newark 5, N. J.

Control-Equipment Manual

What to look for in maintaining control equipment properly is told in a new eight-page manual, "Proper Maintenance of Control," released by Allis-Chalmers Manufacturing Company.

The booklet gives helpful suggestions toward overcoming some of the most common difficulties encountered in electrical-control devices, and includes a trouble-shooting chart for quick reference showing the symptom, possible cause and cure. On the back page are listed 26 suggested check points.

Copies of "Proper Maintenance of Control," 14X7612A, are available on request from Allis-Chalmers Manufacturing Company, 1098 S. 70th St., Milwaukee, Wis.

Clinic in San Francisco



Sponsored jointly by Colberg Supplies of San Francisco and the Hild Floor Machine Company of Chicago, a clinic on cleaning and recoloring of rugs, carpets and upholstery was held in San Francisco on May 22. An attendance of 130 represented both of the rug and carpet cleaning industry of central and northern California.

Aiding Fred C. Hild (above) in the demonstration were Lou Frosgong, president of the Diamond Chemical Company of California, and Sid Colberg of Colberg Supplies. The demonstration featured the method of recoloring carpets and rugs on the floor, blending in faded upholstery and in some cases changing upholstery color. Also demonstrated were the new Hild portable carpet and rug beater and the Hild Auto-Matik upholstery machine. Other Hild equipment was displayed, including the portable wet extraction vacuum cleaner and Showerfeed carpet scrubbing machine.

Acting as hosts were Hal Epstein, sales manager of Colberg Supplies, and sales staff of 10 men. The luncheon featured door prizes.

Food Machinery Executive

Food Machinery and Chemical Corporation, New York, has announced the appointment of Alfred T. Loeffler as assistant vice president of its Chemical Divisions. He becomes administrative assistant to Ernest Hart, executive vice president of Chemical Divisions.

Mr. Loeffler has been associated with several nationally known chemical companies, and served as chief of the Chemical Branch of OPS in Washington. He is a graduate in chemistry from the Univers-

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ity of Rochester, and also a graduate of the advanced management course, Harvard University School of Business Administration. Mr. Loeffler is a past president of the Salesmen's Association of the American Chemical Industry.

Orr & Sembower Offices

The opening of a New York office at 51 E. 42nd St. has been announced by Orr & Sembower, Inc., Reading, Pa. Jared Darlington III is district manager supervising the field sales activities in the metropolitan area including Westchester County, Long Isand and northern New Jersey. The New York district office will maintain complete engineering and servicing facilities for Powermaster packaged automatic steam generators and hot-water boilers.

The company has also announced the appointment of C. A. Breed, Inc., 1089 Washington St., West Newton, Mass., as its sales and service representative in the Boston area The Breed company has had over 30 years experience in automatic firing and is engineer-staffed. The plant is open day and night for emergency service.

Drew Promotes Pariser



ALBERT A. PARISER

E. F. Drew & Co., Inc., New York, has announced the appointment of Albert A. Pariser as division manager of its Chemical Specialties Division. He will directly supervise the sale and distribution of all Drew drycleaning and laundry products.

Mr. Pariser joined the Drew organization three years ago as a field salesman. He became sales manager of the drycleaning department in the latter part of 1952.

Oswald Joins Caled

Caled Products Company, Brentwood, Md., has announced that Del Oswald is now its representative in Minnesota. Mr. Oswald is well known in the drycleaning industry in Minnesota, which he covered as a salesman for a leading supply company. In fact, he was practically "born to the business," since his father is the owner of a Minnesota drycleaning plant.

Belle Sales Manager Named

A. L. Geisinger, vice president of Diamond Alkali Company, Cleveland, has announced the appointment of William B. Beeson, Jr., as sales manager of the company's new subsidiary, Belle Alkali Company, Belle, W. Va.

Mr. Beeson's 20-year sales career with Diamond was interrupted by World War II, when he served as a major in the U. S. Army Air Corps. In March 1948 he was transferred from Diamond's Cincinnati office to the Pittsburgh office, where he was soon promoted to the position of assistant branch manager. Mr. Beeson is a graduate of Washington and Jefferson College.

With Kohnstamm 50 Years



A dinner in honor of Miss Margaret Thein, who for the past 50 years was in the employ of H. Kohnstamm & Co., Inc., New York, at its Chicago office, was held April 7 at the Lake Shore Club of Chicago. It was attended by all the local members of the organization as well as by the board of directors of the company.

Miss Thein started her career with the company April 7, 1903, as an office clerk. In recent years she has been a member of the credit department. Miss Thein also announced her retirement as of the same day just 50 years later.

Miss Thein was presented with a diamond-studded service pin which E. Mayer is shown pinning on in the photograph. She also received a leather-

Where satisfied customers make a difference the difference is CALGON®

Calgon helps keep customers happy. Because with Calgon in the formula, you do a better wet cleaning job!

You do a better cleaning job because Calgon prevents and removes dulling washing film, by tying up the hardness minerals in water *and in soil*. All the fabric is thoroughly cleansed.

Your customers are happy. You're happy.

Calgon is the most profitable investment you can make to insure top quality cleaning . . . satisfied customers.

USE CALGON IN THE FORM THAT'S BEST SUITED TO YOUR NEEDS

INSTANT CALGON . . . in dry form ready for use or for preparing stock solutions

CALGON IN REGULAR FORM . . . for preparing stock solutions

NOW *you can see for yourself the difference Calgon can make in your formula—send coupon today for a free sample of Calgon.*



CALGON, INC.
HAGAN BUILDING
PITTSBURGH 30, PA.

Please send me free sample of CALGON

Name_____

Firm_____

Address_____

City_____ State_____

LOSING TAGS?

Tags that tear, disintegrate or shred in processing mean lost dollars. TAGS MADE OF PERMAFIBER STOCK defy the strongest solvents and solutions; won't tear or scuff in work; won't break at fastening point; and they stay with the garment from start to finish.

INK BLURRING?

TAGS MADE OF PERMAFIBER STOCK have a new, non-oily, extra-smooth surface that takes ink more swiftly and holds it indelibly . . . identification as constant and reliable as a finger-print. Clear markings on flat, uncurled tags save precious hours of sorting time.

COLOR RUNNING?

TAGS MADE OF PERMAFIBER STOCK come in *Nine Bright, Beautiful Colors* that absolutely WILL NOT "BLEED" . . . no danger of ruining garments with running tag colors, no matter what solutions you use. And these distinctive colors give you the most efficient "signal" system!

YOU HAVE NO PROBLEM!

Just insist on having all your **MARKING TAGS** made of

Permafiber **TAG STOCK**



MEMBER AMERICAN INSTITUTE OF LAUNDERING CERTIFIED WASHABLE

WE'LL BE GLAD TO ADVISE YOU ON ANY OF YOUR TAG PROBLEMS AND TO SEND SAMPLES—SIMPLY WRITE

Permafiber Corporation

450 SEVENTH AVENUE NEW YORK 1, N. Y.

bound testimonial book from her fellow workers and a company award presented by Louis J. Woolf, president of Kohnstamm.

Diamond Executive Retires

The retirement of Fred W. Fraley as a vice president of Diamond Alkali Company, Cleveland, has been announced. He resigned recently as a director of the company.

Mr. Fraley's 25-year career with Diamond began in 1928. He was also a director and former vice president of The Chlorine Institute.

Recently Mr. Fraley served with the National Production Authority under the "loan" plan for temporary recruitment of industry executives. During World War II he was a member of the WPB and Munitions Board industry advisory committees.

New Marclene Distributor

William Fisher, president of Marclene Chemical Products Corporation, Buffalo, N. Y., has announced the appointment of M. Gilston, Inc., 230 Ann St., Hartford, Conn., as distributor for the One-Two System in Connecticut and western Massachusetts. Marclene manufactures the One-Two System of prespotting which incorporates the use of Marclene Penetrant and Marclene Detergent.

Sanitone Holds Sales Management Conference



AT SANITONE SALES CONFERENCE, left to right, seated: J. M. Chisholm, assistant sales manager; J. W. Murdock; C. R. Lamb; A. W. Schubert, executive vice president, Emery Industries; A. F. Schuelke; G. W. Boyd, sales manager; G. S. Funk, assistant sales manager. Standing: E. W. McNerney, A. C. Floyd, L. E. Francis, R. E. Bungenstock

The Sanitone Division of Emery Industries, Inc., held a 4-day sales management conference the week of June 15 in Cincinnati to discuss expanding Sanitone sales. At present, about 1,350 drycleaners offer Sanitone service in the United States, Canada, Cuba, South America, New Zealand.

The five district sales managers who cover the entire United States and part of Canada who attended were: J. W. Murdock, Houston; C. R. Lamb and R. E. Bungenstock, Cincinnati; A. F. Schuelke, White Plains, N. Y., and A. C. Floyd, San Francisco.

A high point of the conference was a breakfast meeting with A. W. Schubert, executive vice president of Emery Industries, as guest and speaker. His topic was the human-relations aspects of sales management.

Westvaco Personnel

The appointment of H. A. Sommers as chief engineer has been announced by the Westvaco Chemical Division of Food Machinery and Chemical Corporation, New York. Since joining Westvaco in 1950, he has been assistant chief engineer.

A graduate of Case Institute of Technology, Mr. Sommers has been closely associated with the engineering problems of the heavy chemical industry, and has held managerial and executive posts with several well-known firms in the field.

Westvaco has also announced the addition to its technical sales staff of Robert R. Dean, who will work upon special development assignments. A graduate of Indiana University, Mr. Dean has been associated with several well known chemical companies.

Minnesota Chemical Opens in Milwaukee

The Minnesota Chemical Company, 2285 Hampden Ave., St. Paul 14, Minn., which was founded in 1915 by R. P. Baker, announces that it has purchased a building at 127 E.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Lapham St., Milwaukee 4, Wis., for the purpose of opening a drycleaning and laundry supply house.

R. K. Baker, vice president, will be in personal charge of the Milwaukee plant, which is now in operation.

Carman Transfers Blansit



JOHN W. BLANSIT

Carman Company, Inc., of Kansas City, Mo., has announced the appointment of John W. Blansit as sales representative in Oklahoma. He formerly covered western Missouri.

A native of Oklahoma, Mr. Blansit has been associated with the Carman organization for the past 31 years. He occupied several key positions in the Kansas City office before joining the Missouri sales staff. He will make his headquarters in Oklahoma City.

Columbia-Southern Expands

Columbia-Southern Chemical Corporation has announced that additional chlorine-caustic soda producing units have been placed in operation at the firm's plants located at Natrium, W. Va., and Corpus Christi, Tex.

According to E. T. Asplundh, president, the new production lines will double production capacity at Corpus Christi and increase Natrium capacity by approximately 35 percent.

Columbia - Southern, a wholly owned subsidiary of Pittsburgh Plate Glass Company, began a large expansion program during 1951. A major share of the new facilities under construction will be completed and placed in operation during the current year.

Hoffman Names Two Sales Representatives



ROBERT MOSIER



CLIFFORD S. JAMES

The appointment of two sales representatives of U. S. Hoffman Machinery Corporation on the West Coast has been announced by Stephen B. Brooks, Jr., Western district manager.

The San Francisco area will be covered by Robert Mosier, who has been active in the drycleaning industry since 1930 both as a drycleaning and production manager and plant-owner. After four years in the U. S. Air Force, Mr. Mosier joined Hoffman in 1945. For two years he traveled throughout the Western states demonstrating cleaning and finishing equipment, and since 1947 he has been a salesman in the Los Angeles area.

Clifford S. James will have charge of a territory consisting of the Oakland Bay area, northern California and the western half of Nevada. He joined the company in 1936

Cleaner's Clinic

BY "DOC" FILTROL

℞

SOLVENT TESTING III

NON-VOLATILE RESIDUE

Non-volatile residue is that group of solvent soluble impurities which is not evaporated during tumbling. Thus, these impurities are deposited on the dried garments and when in excessive quantity result in a number of undesirable effects: streaks, swales, spotting rings, increased tumbling times, odors, and dulling of colors.

Since the chemical compositions of these impurities are varied and complex, it is difficult to develop simple tests and set exact limits on allowable quantity. However, from experience the absolute top limit for non-volatiles is set at 0.6 gm/100 ml.

TESTING FOR NON-VOLATILES

Although the test for non-volatile residue requires sensitive laboratory equipment, many operators periodically evaporate about a half pint of solvent to dryness. If the residue thus formed is extremely dark in color or greasy in nature or unusually large in quantity, steps are taken to correct the condition. In most instances slightly increasing the quantity of DC Filtrol, added to each load, is sufficient to bring the solvent back to excellent condition.

DC FILTROL REMOVES NON-VOLATILES

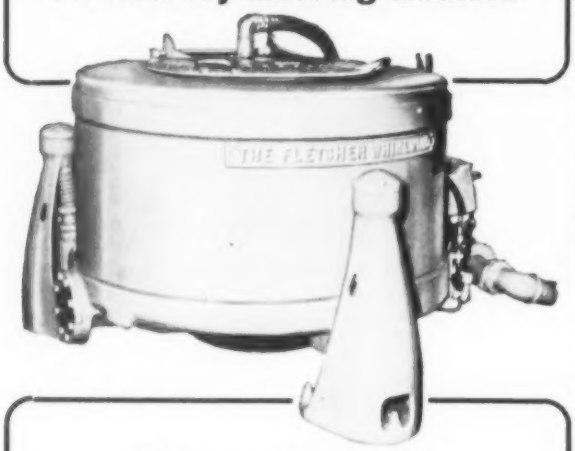
DC Filtrol adsorbent filter powder, when used according to instructions, continuously and effectively removes non-volatiles. In addition, high flow rates are maintained and the filter system operates at highest efficiency and economy. Ask your distributor today for the "all-round" drycleaning filter powder—DC Filtrol.



Doc

Filtrol CORPORATION
727 West Seventh Street, Los Angeles 17, California
Plants: Vernon, California; Salt Lake City, Utah; Jackson, Mississippi

again *Fletcher* has the answer for new dry-cleaning methods



Now . . . you can have
AUTOMATIC RINSING
in the famous
"WHIRLWIND" EXTRACTOR
for "Charged" or "Strong-Soap" Systems

JUST A **4** STAGE CYCLE

1. Extracting Soap Solution
2. Rinsing with Solvent
3. Extracting Rinse Solvent
4. Automatic Braking

Plus complete separation of soap solution and rinse solvent.

YOU GET ALL THESE FEATURES

1. Heavy, Rugged Curb—Permanent Joint at Base—*No Leakage.*
2. *Stainless Steel* Basket—20" *deep* in 40" *size*—21½" in 48"—EXTRA CAPACITY.
3. Substantial yet light *Aluminum* Safety Cover—Sprays can be Mounted without ALTERATION.
4. *Large* 3" & 4" Drain Outlets—One on Each Side—*BOTH MAY BE USED.*
5. Big Clearance between Basket Bottom & Curb Base—Room for Rinse SOLVENT WHILE DRAINING.
6. Oversize Motor—No Overheating *with* Extra duty of SPRAY RINSING.
7. Fully Automatic Rinsing, Extracting, *Separation* of Solvents, and Braking—Conventional Manual Extracting Optional.

→ **Write for more complete details**

FLETCHER WORKS
GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED-1850

as a worker in the main plant and in 1945 was transferred to the sales staff in upper New York State.

Bungenstock To Head New Sanitone Sales District



ROBERT E. BUNGENSTOCK



GEORGE LAUMANN



HAROLD HAYWORTH



LAVERNE H. RICKENBAKER, JR.



A. H. JORDAN



HOWARD L. SMITH

With a view to more efficient servicing of the growing number of Sanitone licensees, Emery Industries, Inc., Cincinnati, has announced the forming of a new sales district. Robert E. Bungenstock, formerly Sanitone engineer for southern Ohio, southern Indiana and eastern Kentucky, has been appointed district manager and will supervise the sales-service work of five Sanitone engineers.

The new sales district is composed of five territories, covering most of the Southeast. Georgia and southwestern Ala-

When writing to advertisers please mention The NATIONAL CLEANER & DYER

bama are serviced by Harold Hayworth, South Carolina and western North Carolina by L. H. Rickenbaker, eastern North Carolina by George Laumann, Tennessee and the northern sections of Alabama and Mississippi by A. H. Jordan, and Mr. Bungenstock's former territory by Howard Smith, who has been transferred from Oklahoma-Kansas.

Mr. Bungenstock has been with the Sanitone Division of Emery Industries for seven years. In 1949 he won a trip to Bermuda, first prize in an Emery Industries contest involving a survey of advertising and merchandising tie-ins by Sanitone licensees.

Pantex Device in Jet



The Pantex Manufacturing Corporation had a part in the recent record flight of the well-known aviatrix, Jacqueline Cochran, who was the first woman to fly faster than sound. Miss Cochran's Canadair F-86 Sabre-jet, pictured above, has hydraulic equipment produced in the same division that produces the Hydro-Air Power Unit which is the heart of the new Pantex air-operated drycleaning press.

Long known as a manufacturer of drycleaning and laundry equipment, Pantex has developed many unusual hydraulic devices for aviation use. It was from this background of engineering experience that the Hydro-Air Power Unit was developed.

Hotte Heads Fiber Sales

The appointment has been announced of George H. Hotte as manager of synthetic fiber sales, National Aniline Division, Allied Chemical & Dye Corporation. He will be responsible for marketing and application service in connection with the new man-made fibers to be produced by National Aniline in the $25 million plant now under construction at Hopewell, Va.

Mr. Hotte will report directly to H. J. Daigneault, vice president, National Aniline Division, and will make his headquarters at the company's executive offices at 40 Rector St., N. Y.

Gibraltar Names O'Keefe



CHRISTOPHER O'KEEFE

Gibraltar Fabrics Inc. has announced the appointment of Christopher O'Keefe to its national sales force. Mr. O'Keefe has had extensive experience in both the drycleaning and laundry industries. Before joining Gilbraltar, he was a national representative of a leading chemical supply firm.

Literature on the complete Gibraltar line of nylon nets and press cloths, also nylon or asbestos FWI roll assemblies, is available by writing Gibraltar Fabrics Inc., 2236 Pitkin Ave., Brooklyn 7, N. Y.

Electronics Aids Fieldman



LARRY HUMPHRIES

Training in electronics, acquired during 6½ years of wartime service in the U. S. Navy, is being used to advantage by Larry Humphries, field technician for R. R. Street & Co. Inc. in North and South Carolina, the company reports. Especially since the introduction of Street's Automatic Conductivity Control Unit, which involves electronics, he is in a position to be of great help in servicing customer plants and jobbers.

Mr. Humphries has also



THIS LITTLE VALVE CAN SAVE YOU MONEY

Your steam-heated equipment can turn out more production because of this little stainless steel valve.

It is the only moving part in a Yarway Impulse Steam Trap, and *it floats on the condensate load.* When steam is turned on, the little valve opens wide . . . discharges condensate and air *continuously* and brings the equipment *to production temperature in the shortest possible time.* After that, it passes, with a pulsating action, all condensate as it forms—*keeps a maximum, steady temperature in the equipment.*

Result to you—more production per day.



This little valve floats on the load—keeps hot steam in the equipment all the time.

Other Yarway Impulse Steam Trap advantages—small size, low initial cost, easy installation, low maintenance, stainless steel construction, and quick availability from over 200 local industrial distributors.

Over 900,000 Yarways have been sold to nearly all industries. Write for free Yarway Trap Book T-1740.

YARNALL-WARING COMPANY
138 Mermaid Ave., Philadelphia 18, Pa.

YARWAY | impulse steam trap





. . . that teams up with the drycleaner to provide him with dependable color-craftsmanship on all items of apparel and household furnishings — for service, for pride, for profits.

Write, wire or phone for details and promotional material without obligation

General Dyeing Co.

MEMBER GARMENT DYERS GUILD OF AMERICA

attended NID and had years of practical plant experience, giving him the background for offering complete technological information to the drycleaning industry. All plants interested in this complete service, for which there is no charge, from any of the firm's 43 field technicians are invited to write direct to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill., or to contact their own Street's servicemen.

Canadian Hoffman Names Executives



FRANK H. JOHNSTON



ALBERT M. MEJIA



DOUGLAS CAMPBELL



L. G. AUSTIN

The appointment of Frank H. Johnston as executive vice president of the Canadian Hoffman Machinery Company Ltd., Toronto, has been announced by Albert C. Bruce, chairman of the board. Mr. Johnston will also serve as the firm's general manager, and will continue to occupy the post of assistant treasurer, which he has held through most of his 15 years with the company.

Also named vice presidents and directors were Douglas Campbell and Albert M. Mejia. Mr. Campbell was also appointed works manager of the firm's Newmarket plant. L. G. Austin has been named director and appointed sales manager to succeed J. I. McKeown, now stationed in California by the U. S. Hoffman Machinery Corporation.

Mr. Campbell has also been with Canadian Hoffman 15 years, and until his promotion was factory superintendent at Newmarket. He served with the Royal Canadian Air Force during the war.

Mr. Austin joined the organization in 1952. He has been associated with the drycleaning and laundry machinery and supply industry throughout Canada for 12 years.

Orlon in Men's Suits

The Du Pont Product Information Service has announced new men's cord summer suits made of a blend of 25 percent Orlon and 75 percent rayon and acetate. They are said to resist soiling and wrinkling.

The fabric is washable but a label recommends drycleaning, since the suits are not designed to be washed.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Columbia Appliance Announces Merger



ROBERT T. NORMENT



MEREDITH McBRIDE

Irving Kaplan, vice president of Columbia Appliance Corporation, has announced that the company has become a subsidiary of Queensboro Packaging Corporation, Long Island City, New York, a long-established producer of diesel- and gasoline - engine - driven generator sets and switchboards.

Robert T. Norment, president of Queensboro, has assumed control of Columbia Appliance. Meredith McBride takes over as president of Columbia, succeeding John Gans. Mr. McBride will also continue his duties as vice president and general manager of Queensboro. Mr. Kaplan continues as vice president and director of Columbia, with which he has been associated for 25 years.

Mr. Norment is a former president and a present senior-council member of the Chamber of Commerce of Queens, a borough of New York City. He has been well known in industry for many years as head of the International Diesel Electric Company and of Queensboro Packaging Corporation.

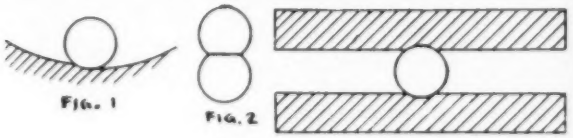


IRVING KAPLAN

Mr. McBride, an attorney, is a member of the board of directors of the Chamber of Commerce of Queens.

Production of Columbia's new Model 100 drycleaning system, stills and recovery tumblers is now taking place in a new plant at 47-47 35th St., Long Island City, N. Y. The former plant is being used as a warehouse.

Notions About Ball Bearings



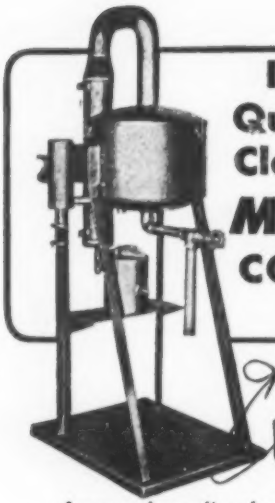
We are told from time to time that ball bearings and roller bearings really don't need oil for reducing friction, that "the lubricant in an anti-friction bearing . . . is merely to preserve the highly polished surfaces of the balls and races." It is said that "the balls and races are always in point contact."

Actually, there is no point contact; it is surface contact. When a hard steel ball is pressed against a race it is slightly flattened and "sinks into" the race, as





When writing to advertisers please mention The NATIONAL CLEANER & DYER



Improve the Quality of Your Cleaning with a *Manitowoc* CONTINUOUS STILL

$398
F. O. B. MANITOWOC

Improve the quality of your dry cleaning and stretch solvent life by adding a Manitowoc synthetic solvent still to your present dry cleaning unit. Provides clean, pure solvent by removing solubles which a filter alone can not accomplish.

Has a capacity of 40 gallons per hour, and may be used continuously or for batch distillation. If you are converting your present synthetic unit into a 2 bath system (S.S.S.) this still is ideal for your rinse tank.

Manitowoc Synthetic
PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP.
512 - 16th Street
Manitowoc, Wisconsin

what's new?

. . . detergent added for faster action
PLUS
anti-souring and more power

only with

TLM BOARD & BATH DIGESTER

TAKIMERSE
THE LOW COST DIGESTER

made only by

TAKAMINE LABORATORY, INC.
CLIFTON, NEW JERSEY

MANUFACTURERS OF:
RESIZET — for finest textile refinishing
ASSISTEX — for positive moisture dispersing and soil removal (used with strong soap and batch systems)

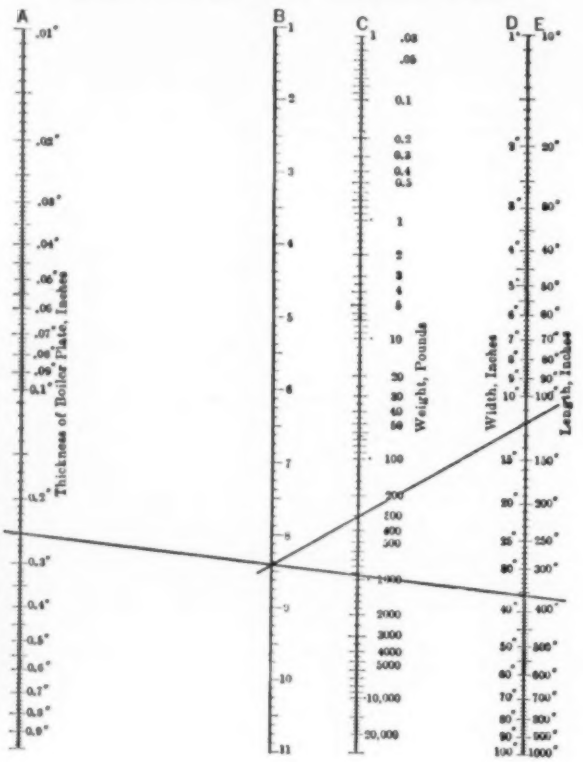
ASK YOUR JOBBER TODAY!

shown in Fig. 1. When two balls are pressed against each other, as in Fig. 2, the contact surface is perfectly flat. Obviously, when either of these balls, Fig. 1 or 2, is "rolled," there is bound to be some friction.

This is best illustrated by taking two pieces of flat rubber (Fig. 3), pressing them together with a ball between, and rolling the top one on the other, as indicated. Whether the ball is of steel or rubber, the frictional resistance will be found to be considerable. With a rubber ball the friction will, of course, be greater.

But it is now evident that, in a way, lubricating oil performs the same function in a ball or roller bearing as in a plain bearing, although not to so great an extent. You can see, too, why it is so important to use strong and hard steel in anti-friction bearings.

To Know Weight of Metal Plate



In two simple and quick operations you can determine the weight of any steel plate by using this chart. It is merely necessary to know the three dimensions of the plate—length, width and thickness.

For example, what is the weight of a steel plate ¼ inch thick, 30 feet long and 12 inches wide?

Run a straight line through the thickness, column A, and the length, column E, and locate the intersection with column B. From that point of intersection run over to the width, column D, and the intersection with column C gives the answer.

In this example we connect the 0.25", column A, with the 360 in column E because there are 360 inches in 30 feet. Then from the point of intersection with column B we run over to the 12 in column E; the intersection with column C tells us that the weight is a trifle over 300 pounds.

The range of the chart is great enough to take care

When writing to advertisers please mention The NATIONAL CLEANER & DYER

of nearly any steel plate. Thicknesses vary from .01 to 1 inch, lengths from 10 inches to 1,000 inches, and widths from 1 inch to 100 inches. As a result the weights included run all the way from .08 pound to 25,000 pounds.

Two-Way Goodwill Program



SURPRISE GIFT presented to employee by Manager Plotner

Both public relations and employee relations get a lot of attention from Joseph H. Needleman, owner of Norway (Pennsylvania) Service Cleaners. Evidence that both have paid off is the growth of his business in 10 years from a small plant with two routes to a plant several times its original size, with 17 retail routes, three wholesale routes and three stores.

According to Mr. Needleman, a cleaner must do everything possible in the way of public relations to maintain goodwill between himself and his customers. At the same time, it is equally important to maintain the best possible relations with his own staff, if he is to have good employees to back up his sales story.

Good Public Relations Pay

Mr. Needleman believes in being a "joiner." Membership in civic and social organizations in his area, he feels, plants his name and that of his company in the minds of his customers and prospects more often than newspaper or direct-mail advertising.

Norway Service Cleaners also sponsors five baseball teams, including minor, semi-pro and little league teams.

As an example of what his public-relations program has meant to his community, Mr. Needleman has several testimonials in his office. One trophy identifies him as the "Sportsman of the Year," another was given him for his philanthropic activities.

He also has several plaques which have been awarded to him by his own employees for being a good boss.

Surprise Gifts Good for Morale

"We like to give out small gifts, prizes and surprises to our employees," says Mr. Needleman. "This seems to boost up the morale of our entire plant. From time to time we will award inscribed cigarette lighters to various male employees and carving sets to the women. There is no set time or period for these gifts. Whenever we feel they should be given out or when we sense that a perking up is necessary in our plant, we will hand out one, two or even several."

Nor does Mr. Needleman forget the importance to worker morale of the little woman at home. From time to time he sends letters to wives or husbands of em-

RELIABLE LUSTERETTE

A "MUST" FOR ANY PLANT THAT HANDLES FURS!

- It's the Only Truly Portable Fur Ironing and Glazing Machine.
- Just plug in and use; no overhead trolleys, tracks or shafts.
- Can be used in any position.

LUSTERETTE, Model L-50, U. S. Patent Nos. 1,979,-030 and 2,560,943. PRICE $197.50 — FOB, Brooklyn, N. Y.



Plants that handle *300–1500* Coats per season need the "Junior" for Fur Electrifying, Glazing & Rejuvenating. One season's use will repay your investment in this machine.

JUNIOR, Model 25, U. S. Patent Nos. 2,477,448 and 2,633,731.

RELIABLE also offers a complete line of **Fur Cleaning and Fur Storage Equipment.** Estimates furnished upon request at no cost or obligation. If you are planning a Fur Storage Vault, do it the Reliable way.

PRICE *$1495.00* — FOB, Brooklyn, N. Y.

RELIABLE MACHINE WORKS, INC.
231 EAGLE STREET BROOKLYN 22, N. Y.



"ALL-IN-ONE" DRY CLEANING **NU-WEIGH BASKET**

Weighs and Transports Dry Cleaning Loads

Stop guessing—Save money. Know the exact weight of your load. 16" x 18" x 32" heavy gauge steel wire basket with removable plastic lining bag, 60 lb. capacity. Scale and basket mounted on steel carriage with ball bearing casters **$69.50**

150 lb. capacity basket, $89.75

Weight figures reflected in magnifying mirror—plainly visible without stooping.

If your jobber can't supply you, write us direct.

NEWHOUSE COMPANY
3827 San Fernando Rd., Glendale 4, Calif.

VIKING .... *Originators*

OF THE DESIGN THAT MADE ROTARY PUMPS FAMOUS

August, 1953

All Rotary Pump Users,
Everywhere.

Gentlemen:

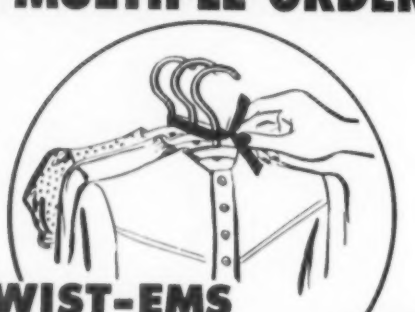
You're right! Today's market includes many Rotary Pump manufacturers. Too often it is just a sideline.

But with well over a million and a half Viking Rotary Pumps in service today throughout the world, shrewd pump buyers in every field of industry and commerce prove they prefer the pump that is different!

Get the facts! — Write today for complete bulletin 803 Q

Yours Very Truly
Viking Pump Company
Cedar Falls, Iowa.

STOP COSTLY MIX-UPS ON MULTIPLE ORDERS!



TWIST-EMS

The Original **Hanger Tie**

Clean Clothes Last Longer — Clean Clothes Last Longer — Clean Clothes Last

Eliminate time and money consuming delays, driver mix-ups, inconveniences, claims, etc. with TWIST-EMS Hanger Ties. Just a quick twist-of-the-wrist and GROUP ORDERS are LOCKED into a SINGLE, SECURE UNIT.

These handy, wire re-inforced paper tapes are *faster* and *easier* to use than cord or other tying methods, and their colorful, attractive appearance pleases customers, too!

GERMAIN'S SINCE 1871 TWIST-EMS DIVISION

Ask your Supplier or write for Free Samples and new LOW Prices. Include Name and Address of your Supply House.

GERMAIN'S, INC., TWIST-EMS DIV.
Dept. N-8, Los Angeles 21, California

ployees. These letters, telling the recipient that the plant appreciates the work of the employee, are usually accompanied by a small gift. This can range from a carving set to two theater tickets. This practice tends to make all members of the family, not only the employee, feel as if they are members of the organization.

Manager J. Don Plotner backs up Mr. Needleman in his public and personnel relations policies. As a rule he gets around the plant and checks on employees' current situations. If, for example, he finds that an employee is worried by a financial problem or needs time to do some additional work at home, he reports the problem to Mr. Needleman, who may take appropriate steps. Such steps may be a loan, to be paid off in the future from salary, or possibly time off with pay.

Mr. Needleman's belief in making all personnel feel like members of the organization, rather than just employees, has been a successful policy. His turnover has been less than one percent in any year. In fact, some of his employees have been with him since he started the business. # #

PEOPLE AND PLACES

NORTH CENTRAL



Ruble's Cleaning Service, Pittsfield, Ill., has been expanded and remodeled.

Brownie Keller has taken over management of Club Cleaners, 917 Boonville, Springfield, Mo.

New drycleaning equipment has been installed by Christie Blough, owner of Empire Cleaners, 190 W. Empire Ave., Benton Harbor, Mich.

This is a test. We are anxious to find out if our subscribers read the news carried in these columns. And if you'll be kind enough to help us by dropping a letter or postcard in the mail saying you saw our little notice, we'll respond by sending you a FREE copy of either "Starchroom's Laundry Primer," "Storage for the Drycleaner" or "Profitable Alterations"—values up to 50 cents, with our compliments. Tell us which one you want when you write to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

Traer (Iowa) Cleaners has been sold by Don Wetlaufer, owner of Triangle Cleaners in Cedar Falls, to an employee, John Rollins.

The Graystone Hotel, Detroit Lakes, Minn., has opened Graystone Cleaners, which will be managed by Leonard Olson.

Twin Oaks Cleaners has been opened by Vearl A. Okuley at 2808 Sylvania Ave., Toledo, Ohio.

The name of the president of Fenton United Cleaning & Dyeing Co., Cincinnati, Ohio, was inadvertently given in this section last month as E. K. Wuerdeman. Since Mr. Wuerdeman's death 2½ years ago, the firm has been headed by his son, R. S. Wuerdeman.

Very Best Cleaners, 1748 Balmoral, Chicago, Ill., has been bought by Mrs. Bertha Curtis.

Door prizes were awarded at the recent opening of Lewis Drive-In Cleaners, 216 W. Independence Ave., Independence, Mo. The business is owned by Mr. and Mrs. Roy Lewis.

Courtesy Cleaners, Bird Island, Minn., formerly Briteway Cleaners, closed temporarily for remodeling and installation of new equipment.

Edward A. Miller, president of Spic and Span Dry Cleaners, Milwaukee, Wis., has announced the opening of the firm's 29th store, in the Bay

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Village Shopping Center, Santa Monica Blvd. and E. Hampton Rd., Shorewood, Wis.

Hugh Smith, owner of Smith Cleaners, 500 W. 95th St., Oak Lawn, Ill., plans a building addition to be used for storage and fur maintenance.

Max Shreve has installed a new boiler at Best Cleaners, Monett, Mo.

Owner Kenneth McMahon re-cently closed McMahon Cleaners, Fourth St., Tracy, Minn., for a week for remodeling.

Wiskamp Cleaners, O'Fallon, Ill., has been purchased from Mrs. Jane Alexander by Mr. and Mrs. Lawrence Foy.

The 66th store in the Pride Cleaners chain has been opened at 1660 N. Telegraph, Dearborn, Mich., under the management of Hazel Erickson.

Otie Burns has acquired a building on Main St., Ashton, Ill., to which he plans to move Burns Cleaners.

New cleaning equipment and a boiler have been installed by Walter Grover at G. & O. Cleaners, Baudette, Minn.

Just-Rite Cleaners has been opened at Long and O'Fallon Sts., Caseyville, Ill.

The 12th store of Orchid Clean-ers recently held its opening at 1114 Bryn Mawr, Chicago, Ill., it was reported by Harry Holt, general manager.

A drycleaning plant has been opened in Brooten, Minn., by Sidney Sagedahl.

Lowell E. Kerr has installed all new equipment in his recently completed Fashion Cleaners at 122 N. Charter, Monticello, Ill.



Quick Service Cleaners, owned by Floyd Marzolf, has moved to larger quarters at 635 E St., Chula Vista, Cal.

Dayrl's Cleaners has been opened at 13 W. Central Ave., Miami, Okla., by Mr. and Mrs. Dayrl Klimek.

Mr. and Mrs. Joseph Wellman, owners of Wellman Cleaners and Tailors, have completed an expansion program at 116 Davis St., Santa Paula, Cal.

Vogue Dry Cleaners and Stor-age, 3201 S. Stonewall St., Greenville, Tex., has been sold by V. E. Howard to Douglas O. Mann. The new owner plans to build a new plant.

New machinery has been in-stalled by John Dyerly at Dyerly's Cleaners, Chatsworth, Cal.

This is a test. We are anxious to find out if our subscribers read the news carried in these columns. And if you'll be kind enough to help us by dropping a letter or postcard in the mail saying you saw our little notice, we'll respond by sending you a FREE copy of either "Starchroom's Laundry Primer," "Storage for the Drycleaner" or "Profitable Alterations"—values up to 50 cents, with our compliments. Tell us which one you want when you write to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

Bobby's Cleaners, Main St., Whitesboro, Tex., has been sold by Bobby Aycock to Walter W. Robran, owner of Robran Laundry and Cleaners of Gainesville.

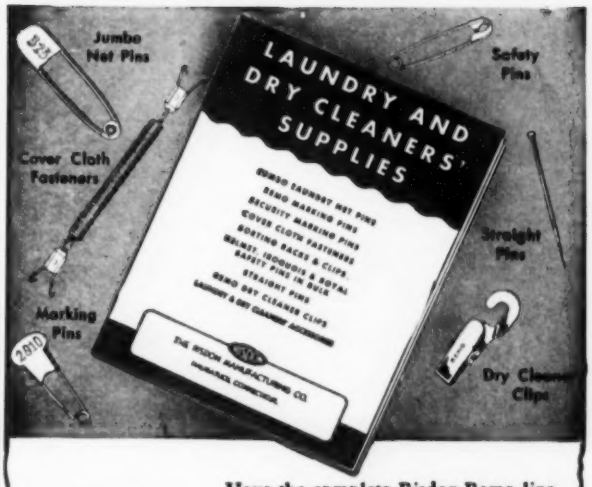
Layten's Cleaners has been opened by Joe and Gladys Layten in a new building at 1707 W. Fifth St., Santa Ana, Cal.

Willis V. Allen has filed notice of intended sale of Antioch (Cal.) Cleaners, 607 Second St., to Eugene L. and Patricia Carter.

Cincinnati Cleaners, owned by Johnnie A. Boyd, has moved to a new modern plant at 2526 Culebra Rd., San Antonio, Tex.

The franchise for the operation of Thrift-D-Lux Cleaners, 8412 Foothill Blvd., Tujunga, Cal., has been taken over from Roger Hale by Mr. and Mrs. Emory Cone.

Clayton Gilmer has bought the interest of his partner, Garland Vandever, in Acme Cleaners, 304 E. California St., Gainesville, Tex.



Ask your dealer for your copy of this NEW **RISDON REMO CATALOG**

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

★ **Immediate Shipments**
★ **Complete Dealer Coverage**
★ **A Pin for Every Need**

THE RISDON MANUFACTURING CO.

RISDON

NAUGATUCK, CONN. RI-2



When writing to advertisers please mention The NATIONAL CLEANER & DYER



BOCK
EXTRACTORS

The most efficient time and money saving Extractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO



WHAT'S YOUR CHARGE SOAP I.Q.?

What MULTIPLIES Solvent Conductivity 500 TIMES?
What ADDS Extra Profits?
What SUBTRACTS from Cleaning Costs?
What SIMPLIFIES Cleaning Procedures?

THE ANSWER:
NATIONAL N.C.S. CHARGE SOAP

See your Jobber or Write Today for FREE BROCHURE!

NATIONAL CLEANERS CHEMICAL MFG. CO.
2807-11 West Lake Street • Chicago 12, Illinois

GARMENT RACKS SPECIAL..



PAINTED RECONDITIONED PIPE—$12.50

6 ft. long 5½ ft. high with set of 3" rubber swivel casters.

CLEANERS SALES & EQUIPMENT CORP.
201 Washington Street — New York 7, N. Y.

"PROFITABLE ALTERATIONS"

In response to repeated demands—10 pertinent articles taken from previous issues of The NATIONAL CLEANER & DYER have been prepared and reproduced in booklet form.

These articles contain the necessary step-by-step information (with accompanying photographs) to aid your repair department to more "Profitable Alterations."

Price only 50¢

NATIONAL CLEANER & DYER
304 East 45th St. New York 17, N. Y.

Silverado Cleaners, 906 Silverado St., La Jolla, Cal., has been bought by Tommy and Edith Sage.

Bill and Virginia Cowan held an open house to celebrate the opening of the new plant of Cowan Cleaners at 11431 Santa Monica Blvd., Westwood, Cal. New cleaning equipment has been installed.

Orvilla Reese has closed his cleaning plant at Malakoff, Tex.

Beech and Della Saunders, owners of Owl Cleaners, 1625 Del Paso Blvd., Sacramento, Cal., have opened their ninth branch under the name of College Cleaners in the new North Highlands Shopping Center.

Woodminster Cleaners has been opened by William Kruger at 5036 Woodminster Lane, Oakland, Cal.

New cleaning equipment has been installed by Dick Halferty at Holly Cleaning plant, 48 National Ave., Chula Vista, Cal.

Lincoln Heyes, owner of Fanset Dye Works, Glendale Blvd., Los Angeles, Cal., has acquired the plant of Arrow Cleaners and Laundry, 3020 W. Magnolia Blvd., Burbank.

Vallie Perry has opened the newly equipped East Main Cleaners at 1010 E. Main, Nacogdoches, Tex.

Plaza Cleaners has leased space in the new Lakewood Plaza shopping center, Los Angeles, Cal.

O'Day Cleaners, Main and Smith Sts., Ukiah, Cal., has been purchased by Mr. and Mrs. Lewis Hoguet.

D. E. Erskine, owner of Erskine Cleaners, W. Main St., Bishop, Tex., is constructing a new plant at Main St. and Birch Ave.

Milton's Cleaners has been opened by Milton J. Yanders at 4944 Graywood Ave. in the Lakewood Center Service Shops, Norwalk, Cal.

SOUTH EAST



Haddad's Cleaners and Hatters has been opened by H. Haddad in a new plant at 609 N. Fifth St., Monroe, La.

A drycleaning room and other additions have been installed by Lewis R. Sykes at Sykes Dry Cleaners, Newport News, Va.

Quality Cleaners, Wauchula, Fla., has been sold by Jack S. Chambers to Willie Foster, an employee.

Owner Price has added a rug cleaning department to Spic and Span Cleaners, Third St., Radford, Va.

Mr. and Mrs. Bill Merritt have opened a new drycleaning-laundry plant at 1940 E. Fourth Ave., Hialeah, Fla.

Brooks Cleaners, Petersburg, Va., has installed additional equipment.

This is a test. We are anxious to find out if our subscribers read the news carried in these columns. And if you'll be kind enough to help us by dropping a letter or postcard in the mail saying you saw our little notice, we'll respond by sending you a FREE copy of either "Starchroom's Laundry Primer," "Storage for the Drycleaner" or "Profitable Alterations"—values up to 50 cents, with our compliments. Tell us which one you want when you write to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

Friendly City Cleaners, 1215 Vermont Ave., St. Cloud, Fla., has been closed.

Owner Warren has remodeled Cain the Cleaner, Portsmouth, Va.

Royal Cleaners, Inc., Clinton, S. C., has been bought by Mr. and Mrs. Herbert Owens from Tom Mauney and J. Roy Gasques.

New equipment has been added by owner Charles Graff at Mercury Dry Cleaners, Blackstone, Va.

Counts Cleaners, 8-10 Second St., Ocala, Fla., has been sold by John H. McKay to Joseph Beckerman.

Bradley Cleaners, owned by B. F. Dunagan, has moved to a new building at Henry St. and Locust Lane, Danville, Va.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Southern Dry Cleaners, Suffolk, Va., has been sold by T. R. Felton to Guy N. and T. J. Hasslett and L. A. Griggs. All new equipment has been installed.

A fire of unknown origin destroyed the plant of the Mount Vernon (Ala.) Cleaning Company. Some clothing was saved.

All new spotting equipment has been installed by Walter Sumler at Sumler's Cleaners, 923 E. Liberty, Norfolk, Va.

J. O. Outz has announced plans to open Superior Dry Cleaners and Dyers at Graceville, Fla.

Bakers Cleaners, Richmond, Va., has added new equipment.

DOMINION of CANADA



J. V. Trites has opened a drive-in drycleaning business in the renovated former plant of French Cleaners on Fourth Ave. N. E., Moose Jaw, Sask.

A drycleaning plant is under construction at 4914 53rd St., Red Deer, Alta., for K. L. Crowe.

Brent Stewart and Merrill Smith have opened Nu-Way Dry Cleaners at 39 Betts Ave., Yorkton, Sask.

Extensive damage was caused by fire at Ellis Cleaners, Little Current, Ont.

A new plant is under construction on Railroad St. W. for Tisdale (Sask.) Dry Cleaners Ltd.

The New Brunswick firm of Cash and Carry Cleaners Ltd. is observing its 25th anniversary. It was founded at Edmunston by J. Hazen Horncastle, now president, and operates 15 stores and four plants in the province. Vice president Royden F. Horncastle is in charge of the Saint John plant, which serves as experimental headquarters.

This is a test. We are anxious to find out if our subscribers read the news carried in these columns. And if you'll be kind enough to help us by dropping a letter or postcard in the mail saying you saw our little notice, we'll respond by sending you a FREE copy of either "Starchroom's Laundry Primer," "Storage for the Drycleaner" or "Profitable Alterations"—values up to 50 cents, with our compliments. Tell us which one you want when you write to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

M and G Dry Cleaners was recently established at Fort Coulonge, Sask., by Mirko Skripsky and Gerard Dupuis.

NORTH EAST



Imperial Cleaners has leased a store at 1207 Jericho Turnpike, New Hyde Park, N. Y.

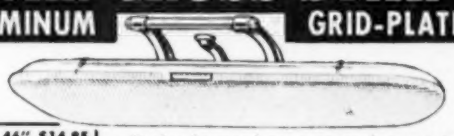
This is a test. We are anxious to find out if our subscribers read the news carried in these columns. And if you'll be kind enough to help us by dropping a letter or postcard in the mail saying you saw our little notice, we'll respond by sending you a FREE copy of either "Starchroom's Laundry Primer," "Storage for the Drycleaner" or "Profitable Alterations"—values up to 50 cents, with our compliments. Tell us which one you want when you write to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

Articles of incorporation have been filed at Harrisburg, Pa., for Whiz Custom Cleaners, Inc.

Harry and Joe Weinstein have opened Flash Quality Cleaners and Launderers at Liberty and Hillside Aves., Hillside, N. J.

Kent Cleaners, Whitestone, N. Y., has leased a store in the new Smithtown Center, Main St. and Lawrence Ave., Smithtown.

NO LINER NEEDED with GROSS STAR ALUMINUM GRID-PLATES



up to 46" $14.85
mushroom 11.00
over 46" 19.25
from your jobber

Perfect heat and steam control are attained through the exclusive metal, vent-spacing and pressing surface of Gross Star Plates. No grid plate liner is needed with any press.

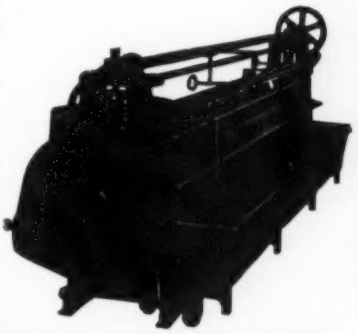
GROSS STAR GRID PLATE for Better Pressing
MFG. BY
L. BEHRSTOCK CO. TEL
1700 S. STATE ST. CHICAGO 16, ILL. DANUBE 6-5023

ADVERTISING COPY
properly written
is the only way to

write today for full details of the Taylor Host plan by which you tell and sell thru editorial columns and customer booklets

Taylor Host Inc.
718 N. Avenue 53
Los Angeles 42, Calif.

SELL

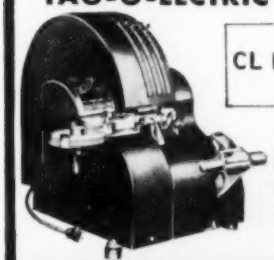


The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

BERTSCH & CO.
CAMBRIDGE CITY • INDIANA •

TAG-O-LECTRIC



Half or one-inch tags. Precision stapling

TEXTILE MARKING MACHINE CO., Inc.
246 Walton St., Syracuse 2, N.Y.

THE MARK RECORD SHEET

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks.

Prevents duplication of marks;
Avoids mixup of garments;
Aids and simplifies sorting;
Used in any marking system;
Precludes thievery.

Used for years by hundreds of laundries

SAMPLES FREE

(All shipments C.O.D. unless check accompanies order)

Price, *per thousand* $7.50
5000 or more, *per thousand*, $6.50

STARCHROOM LAUNDRY JOURNAL

304 East 45th Street
New York 17, N. Y.



Wallowa (Ore.) Cleaners has been sold by Oscar Jensen to Bob Withers.

Ace Cleaners has been opened by Mr. and Mrs. W. D. Pate at N. Sixth Ave. and Lincoln, Yakima, Wash.

Bob Henry, owner of Reliable Cleaners, 1116 Main, Klamath Falls, Ore., has bought New Method Cleaners, 1453 Esplanade, from O. H. Buffington.

A fire which apparently started in the boiler destroyed the plant of Velva (N. D.) Cleaners. The owner, Mrs. Evelyn Hanson, plans to build a new fireproof plant.

Valley Cleaners, 520 S. Riverside Ave., Medford, Ore., has been sold by John Ramsey to Mr. and Mrs. Ken Phipps.

Virgil Sparks has bought the interest of his partner, Clair Hobkirk, and is now sole owner of Key Cleaners, Walla Walla, Wash.

J. Truman has built a new plant for his Clackamas, Ore., drycleaning business.

This is a test. We are anxious to find out if our subscribers read the news carried in these columns. And if you'll be kind enough to help us by dropping a letter or postcard in the mail saying you saw our little notice, we'll respond by sending you a FREE copy of either "Starchroom's Laundry Primer" "Storage for the Drycleaner" or "Profitable Alterations"—values up to 50 cents, with our compliments. Tell us which one you want when you write to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

The plant of Stadium Cleaners, 214 St. Helens Ave., Tacoma, Wash., has been modernized and reequipped. The business is owned by B. Gwyer, Mrs. Lavella Davis and E. R. Bokein.

A drycleaning plant has been opened on Oak St., Brookings, Ore., by Mr. and Mrs. Corderman.

OBITUARIES

R. Leslie Beattie, 62, vice president and general manager of Canadian operations of The International Nickel Company of Canada, Limited, died suddenly at Toronto. A native of Ontario, in 1911 Mr. Beattie joined the Canadian Copper Company, a predecessor of International Nickel. Rising through various executive positions, in 1952 he became a member of the executive committee of the board and also a director of the company's United States subsidiary, The International Nickel Company, Inc. Mr. Beattie served with the Royal Canadian Engineers during World War I and was awarded the Military Medal. He is survived by his widow, three sons and a granddaughter.

Emanuel Hartstall, 78, who operated drycleaning firms in Washington, D. C., until his recent retirement because of ill health, died June 3. He was a member of the United Spanish War Veterans and Osiris Masonic Lodge. Surviving are his wife, two sons, a daughter and a brother.

Bert Hunderman, 67, operator of Sunshine Dry Cleaners and Grand Rapids Dry Cleaners in Grand Rapids, Michigan, until his retirement last year because of ill health, died recently. Surviving are his wife and a sister.

Edward F. Keever, 43, vice president of Jerry Keever Cleaning Company, Muncie, Indiana, died June 5 of

When writing to advertisers please mention The NATIONAL CLEANER & DYER

a heart attack. He was a member of the Masonic Lodge in Muncie and Scottish Rite Consistory at Fort Wayne. Survivors are his wife, his parents and two brothers.

Kenneth R. Kuhlman, 45, who operated a drycleaning plant at Montpelier, Ohio, until ill health caused his retirement several months ago, died June 1 of a heart attack. He was a charter member of the Montpelier Lions Club. He is survived by his widow, a son, a daughter and two brothers.

Morris Mayerstein, owner for 30 years of Franklin Cleaners, Pittsburgh, Pennsylvania, died recently. He was a member of the Zionist Organization of America and B'nai B'rith Lodge No. 44. He is survived by his wife, a daughter, a son, two brothers and two sisters.

Ernest Moses, 56, operator of a drycleaning business in Los Angeles, California, died recently.

Julius Wolff, 85, who owned and operated a drycleaning business in Montclair, New Jersey, for 35 years, died June 9 after a short illness. A native of Germany, Mr. Wolff came to the United States in 1898. He was a Mason and a Shriner. Mr. Wolff is survived by his wife and five sons.

MEETINGS SCHEDULED

August 14, 15 and 16—NID Alumni Society, Back Home Day, Hotel Shoreham, Washington, D. C.
August 22, 23 and 24—Virginia Association of Launderers and Cleaners, Annual Convention, Roanoke Hotel, Roanoke.
September 20, 21 and 22—Dry Cleaners Institute (Ontario), Annual Convention, Royal York Hotel, Toronto, Canada.
September 24, 25 and 26—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Bellevue Stratford Hotel, Philadelphia.
October 9, 10 and 11—American Institute of Laundering, Annual Convention and Exhibit, Shrine Convention Hall, Los Angeles, California.
October 16 and 17—Idaho Laundry and Dry Cleaners Association, Annual Convention, Bannock Hotel, Pocatello.
November 4, 5 and 6—Laundry and Cleaning Association of the **Carolinas, Georgia and Florida,** Annual Convention, Sheraton-Plaza Hotel, Daytona Beach, Florida.
November 6, 7 and 8—Ohio State Association of Cleaners and Dyers, Annual Convention, Biltmore Hotel, Dayton.
November 27, 28 and 29—Illinois State Cleaners and Dyers Association, Annual Convention, Leland Hotel, Springfield.
December 4, 5 and 6—Indiana Drycleaning and Laundry Institute, Annual Convention, Claypool Hotel, Indianapolis.

1954

January 15, 16, 17 and 18—National Institute of Rug Cleaning, Annual Convention and Exhibit, McAllister Hotel and Miami Auditorium, Miami, Florida.
February 11, 12, 13 and 14—National Institute of Drycleaning, Annual Convention and Exhibit, Washington, D. C.

PUT IT

on the Record!

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay . . .

THE NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

No. 39 Senior Record Book
—400 Pages (10,000 entries)
Durably bound in heavy duck with leather covers ..... $ 5.00

No. 39 Junior Record Book
— 48 Pages (1,200 entries)
Board covers, marbleized binding 1.00

Loose Leaf Binder 5.00
Loose Leaf Sheets: 100 ... 2.50
250 ... 5.00
500 ... 9.00
1000 ... 15.00

ALL PRICES PREPAID

[Send orders with remittance to:

NATIONAL CLEANER & DYER
304 East 45th Street, New York 17, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

All business is specialized

. . . and nothing specializes on your business like your business paper



You can sell suntan lotion on Broadway or Beacon Street, but this seagoing salesman can sell a whale of a lot more . . . because he *specializes.*

Your business is specialized, too. That's why it pays to keep up with your business paper. It specializes on business problems you meet every day. It helps you do a whale of a lot better job by keeping you posted on your whole field. You can *move ahead* when you know what's ahead; you can make quicker, surer decisions when you have a clear perspective on what's happening; and you get all this from your business paper.

Every page counts. The editors gather facts, weigh and interpret them. The advertisers line up new products, materials and equipment . . . tell you what they do and where to buy them. To know what's new that's important to you, read *every* issue—thoroughly! It will keep you one of the best informed people in your field.

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a paid circulation paper that must earn its readership by its quality . . . And it's one of a leadership group of business papers that work together to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

Special facts for special drycleaners

For the progressive drycleaner, who wants to do a better job tomorrow than he did today, who is concerned with better service, better quality, better management, bigger sales and bigger profits—a special job of reporting the newest trends and developments, to meet your own special needs, every month in

The NATIONAL CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—$1.00 (new or repeat). Capitals or bold face type —double these rates.

Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE? RICHARD J. MULLER**—Lic. Broker, 89-16 184th St., Jamaica, 3, N. Y. Tel.: REpublic 9-3016. 1451-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 4648-2

DRYCLEANING—1952 SALES $108,000. Completely modern cleaning plant, laundry agency. Established 1926. 2 late trucks, routes, good counter sales. City 10,000, near Cleveland. Employs 16. Rent $260, lease. Owner retiring. Priced right. **APPLE COMPANY, BROKERS, CLEVELAND, OHIO.** 5552-2

WELL-ESTABLISHED SOLVENT PLANT in **OHIO,** county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. **ADDRESS:** Box 5244, **NATIONAL CLEANER & DYER.** -2

For Sale—Cash $35,000—U. S. Hoffman Economy Petroleum unit. Three combination, one wool, three hot heads Model X presses. 15 H.P. natural gas-fired boiler. All bought new April 1947. 150 x 150′ lot, building concrete blocks, 30 x 70′. 3 trucks. Population 10,000. ADDRESS: Box 5261, NATIONAL CLEANER & DYER. -2

SOUTHERN ILLINOIS DRYCLEANING PLANT. Established over 30 years and doing wonderful business. Most modern equipment in excellent condition. Price $12,000. Building can also be purchased or long-time lease. Located near fishing, hunting and industrial area. Owner retiring because of health. **ADDRESS:** Box 5374, **NATIONAL CLEANER & DYER.** -2

IDAHO—4-YEAR-OLD 140F CLEANING PLANT AND SHIRT LAUNDRY. $70,000 GROSS AT $1.25 PRICES. 4,000 SQ. FT. FLOOR SPACE. GOOD SMALL CITY. GOOD CLIMATE. EXCELLENT HUNTING AND FISHING. TOP FARMING COUNTY IN NATION. GOOD INDUSTRIAL PAYROLL. LOW TAXES. GOOD BUILDING LEASE. WELL PLANNED PLANT, LARGEST IN COUNTY, BEST OF EQUIPMENT, A MONEY-MAKER FROM THE START. PRICED AT $35,000. THE FRENCH CLEANERS, NAMPA, IDAHO. 5423-2

Well-established solvent plant in PALM BEACH, FLA. Wonderful opportunity for right party. ADDRESS: Box 5526, NATIONAL CLEANER & DYER. -2

Indianapolis solvent plant—all retail. Well-equipped, steadily growing, 7 outlets, 4 routes, 3 offices. $32,000 sales quarter just ended. Real estate included. **ADDRESS:** Box 5573, **NATIONAL CLEANER & DYER.** -2

Industrial area of **CENTRAL NEW YORK** state. Brick building, apartment over plant, three stores, cash-and-carry, $20,000, one-half cash. Fred Green, Cooperstown, New York. 5574-2

Drycleaning plant, Potsdam, N. Y. Sales $15,000 yearly, could triple. Building and machinery 3 years old. Reputation for quality cleaning. Very low overhead. Price $16,000. **ADDRESS:** Box 5575, **NATIONAL CLEANER & DYER.** -2

Modern Perk cleaning plant in Beverly Hills, Calif. Completely equipped, established 6 years. Volume $45,000. Sacrifice at $20,000, all new equipment valued at $25,000. C. H. Wickens, 2045 Manning Ave., Los Angeles, Calif. 5576-2

FOR SALE:—DRYCLEANING PLANT 6-A Prosperity unit installed September 1952. Sanitone Licensee. For further information write: Clayton Dry Cleaners, Clayton, New Mexico. 5577-2

Well-established synthetic plant in northern California, doing $1,000 weekly. Prices $1.50 and up. Air-conditioned. Modern equipment. Good long-term lease. Price $30,000. **ADDRESS:** Box 5578, **NATIONAL CLEANER & DYER.** -2

Well-established profitable drycleaning plant. Thirty-four years in same location. Equipment in A-1 condition. Winter storage. Only complete plant in town of 2,500, route to neighboring town. Will sacrifice for $10,000. R. J. Anderson, Nixon, Texas. 5601-2

Fifty lb. Shields unit. Well-equipped. Includes 1950 Chevrolet panel. Fast-growing community, fine climate, good location, 20 minutes from San Francisco. $1,000 weekly. Terms. My Cleaners, 462 San Mateo Ave., San Bruno, Calif. 5604-2

Laundry and drycleaning plant for sale, West Texas. Town 20,000 population. Volume 1952 in excess of $300,000. **ADDRESS:** Box 5605, **NATIONAL CLEANER & DYER.** -2

For Sale:—Drycleaning business in Windsor, located in the Annapolis Valley, Nova Scotia. New solvent equipment. Gross $19,000 yearly. Cash price $17,000. Parties interested write: P. O. Box 25, Windsor, Nova Scotia. 5606-2

RARE OPPORTUNITY—Shirt laundry and drycleaning plant. Has large **CIVILIAN,** Army P. X. and base contracts. Will accept partnership or sell. Owner has other interests. Write: Box 613, Rome, N. Y. 5612-2

Drycleaning plant, fully equipped, new in 1948, excellent opportunity for good spotter and presser. For details write: Fairchild Cleaners, Red Lodge, Montana. 5614-2

DRYCLEANING PLANT—Well-known industrial city of West Virginia, completely equipped. Another store downtown is pick-up station. 1950 Dodge panel truck. $125 rent for both locations. A good buy at $22,000. **A. KORYTA, INC.,** 253 The Arcade, Cleveland 14, Ohio. 5615-2

MERCURY DRYCLEANING PLANT, Hoffman equipment—clean, compact layout. 1948 Chevrolet sedan delivery. Unusual profit-maker. Ideal one man or couple business. Priced to sell. Vogue Cleaners, Austin, Minnesota. 5616-2

CLEANING PLANT IN IOWA—Established six years, excellent equipment, fine reputation, immediate income, brick and tile building, drive-in facilities, gross $65,000. Illness reason for selling. Building can be purchased. Write: **WILLENBORG REALTY, REALTORS, 709 3rd Avenue, S. E., CEDAR RAPIDS, IOWA.** 5617-2

IMMEDIATE INCOME—UNUSUAL OPPORTUNITY, paying business, perfect for couple. Come see for yourself. Terms. Griffin Dry Cleaners, 601 Smith Ave., Thomasville, Georgia. 5618-2

When writing to advertisers please mention The NATIONAL CLEANER & DYER

CLEANING PLANTS FOR SALE (Cont'd)

DRYCLEANING PLANT. 170 miles from New York City, 9 stores and drive-in. Established over 30 years. Doing over $300,000 yearly, showing large net profit. Purchase price $75,000 which is much less than value of machinery and equipment. Favorable terms. Excellent labor conditions. **DAVID JARET CO.,** 150 Montague St., Brooklyn 1, N. Y. UL 2-5600. 5634-2

Dayton, Ohio—Most modern Petroleum plant in the best city in the Middle West. Established over forty years with the best name in the city. Capacity over $200,000 per year. Wonderful opportunity. **ADDRESS:** Box 5637, **NATIONAL CLEANER & DYER.** -2

FOR SALE: Hoffman Nu-Cleaning plant. $2,500 monthly gross at $1.50 prices. Downtown location. **LARGE** apartment same building. Write: E. L. Blevins, 129 S. 7th, Klamath Falls, Oregon. 5571-2

CLEANING PLANTS WANTED

WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. BUYERS WAITING—LIST YOURS. RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

HELP WANTED

Tailor or tailor-presser to take complete charge of alterations and repairs in modern cleaning plant in upstate New York. This is a steady job for a good steady worker. **ADDRESS:** Box 5305, **NATIONAL CLEANER & DYER.** -7

WORKING FOREMAN for finishing department of an expanding plant to take charge of training new personnel and setting up work flow. A rare opportunity with a progressive cleaner for anyone looking for a future. Edwards Cleaners, Portsmouth, Ohio. 5457-7

SILK SPOTTER and CLEANER, experienced for a quality petroleum plant, upstate New York. Must be dependable and sober for year-round job. No floaters please. N.I.D. graduate preferred. Give full details in first letter and salary expected. **ADDRESS:** Box 5501, **NATIONAL CLEANER & DYER.** -7

WORKING SUPERINTENDENT FOR WELL-ESTABLISHED QUALITY PETROLEUM PLANT, LOCATED IN LARGE NEW ENGLAND CITY. MUST HAVE THOROUGH KNOWLEDGE OF COSTS, METHODS, TRAINING OF NEW PERSONNEL AND WORK FLOW. EXCELLENT OPPORTUNITY FOR PROGRESSIVE, INDUSTRIOUS INDIVIDUAL. WRITE STATING COMPLETE EXPERIENCE, QUALIFICATIONS AND REFERENCES. ADDRESS: Box 5539, NATIONAL CLEANER & DYER. -7

Spotter and general working foreman. Petroleum Sanitone plant. State age, experience and salary required. Lindey Cleaners, Rhinelander, Wis. Erik Lindegren, owner. 5540-7

SAMPLE DYER for cleaning and dyeing plant, established 27 years. Retail only. Open-air dyeing department. Good year-round position for right man. Beautiful climate. Write: P.O. Box 38, Miami 37, Fla. 5549-7

SILK SPOTTER—Experienced for quality plant. Must be able to direct and train help and take charge of spotting and wetcleaning departments. N.I.D. graduate preferred. Full details and references, salary expected in letter. Good steady job for reliable, dependable man. **ADDRESS:** Box 5583, **NATIONAL CLEANER & DYER.** -7

N.I.D. graduate with experience and ability as a working supervisor, must be able to produce quality work and have the ability to handle cleaning, spotting and help, in a quality plant in New England. **ADDRESS:** Box 5584, **NATIONAL CLEANER & DYER.** -7

Drycleaning manager wanted for modern plant, doing $2,000 to $3,000 volume. State age, experience, salary, family status. Near Chicago. **ADDRESS:** Box 5608, **NATIONAL CLEANER & DYER.** -7

HELP WANTED (Cont'd)

Working superintendent for quality Sanitone plant, doing $2,000 weekly volume. Located Northwest. Qualifications:—Age 32-42, married, high school or college background, N.I.D. graduate preferred. Practical experience at least five years. Must understand all phases of operation. Starting salary $5,000 per year. This is not an easy job, but offers a splendid opportunity for the right man. **ADDRESS:** Box 5585, **NATIONAL CLEANER & DYER.** -7

SUPERINTENDENT for drycleaning department in modern plant, central New York, capable of handling production and instructing employees in all departments. Excellent opportunity for qualified man. **ADDRESS:** Box 5613, **NATIONAL CLEANER & DYER.** -7

SILK SPOTTER and **CLEANER,** must be dependable and sober, for year-round job in small plant. Give full details in first letter, also salary expected. **ADDRESS:** Box 5623, **NATIONAL CLEANER & DYER.** -7

SALES MANAGER—STORE SUPERVISOR—Drycleaning-laundry chain in Youngstown, Ohio. Married man with previous experience able to hire and train help, assume full responsibility, and willing to work. This is an excellent position with high salary, plus bonus. If you think you can qualify, make arrangements for personal interview with Mr. E. Weiss, at LaFrance Dry Cleaners, Inc., 64 S. Fruit St., Youngstown, Ohio. 5626-7

GARMENT DYER—In wholesale plant located in large Middle West city. Experience in sample dyeing preferred. State qualifications and salary expected in reply. **ADDRESS:** Box 5627, **NATIONAL CLEANER & DYER.** -7

SKILLED SPOTTER and all-around man who knows business thoroughly, for production and quality, and is capable of handling help in small, modern naphtha plant. Will pay salary and commission of gross business. Located Albany, N. Y. **ADDRESS:** Box 5628, **NATIONAL CLEANER & DYER.** -7

LAUNDRY & DRYCLEANING SUPERINTENDENT—Must be experienced and capable of assuming full production responsibility, hire and train help and turn out quality work. Full technical knowledge, plus supervisory and managerial ability essential. Salary commensurate with ability to produce. Please give experience in first letter. **ADDRESS:** Box 5638, **NATIONAL CLEANER & DYER.** -7

SITUATIONS WANTED

Silk Spotter, Hubbard graduate in drycleaning, spotting and wetcleaning, knowledge of latest processing and skill to produce quality work. Salary $85 per week to start. Julius C. Moore, 497 Perry St., Apt. 5, Buffalo, N. Y. 5477-5

I seek a position for Saturdays and other spare hours to work without compensation in exchange for opportunity to learn pressing and operation of a drycleaning store. Prefer Newark, N. J., vicinity or New York City. **ADDRESS:** Box 5532, **NATIONAL CLEANER & DYER.** -5

Cleaning plant manager, thirty years' experience, sober, dependable. Would consider manager of cleaning department. Prefer Texas, New Mexico, Oklahoma. **ADDRESS:** Box 5580, **NATIONAL CLEANER & DYER.** -5

SALESMAN:—15 years experience. Wholesale and retail. Thorough technical background. New York City and New Jersey. Knowledge of all phases of drycleaning. **ADDRESS:** Box 5581, **NATIONAL CLEANER & DYER.** -5

Former Sanitone engineer and plant manager with full experience in all phases of industry, desires position as plant manager or sales engineer with established firm. Family man, young, sober and reliable. **ADDRESS:** Box 5582, **NATIONAL CLEANER & DYER.** -5

REPRESENTATIVE AVAILABLE—KNOWLEDGE OF DRYCLEANING FIELD FROM A TO ZZ, CHEMICAL, MACHINERY OR PROCESS. HIGH TYPE, MATURE, WELL-ROUNDED. GRADUATE N.I.D. SALES, ENGINEERING APTITUDE. ADDRESS: Box 5537, NATIONAL CLEANER & DYER. -5

MR. MANUFACTURER—High earning salesman-sales manager anxious to relocate. Versatile, comprehensive experience all phases drycleaning and laundering. Write: Box 5570, **NATIONAL CLEANER & DYER.** -5

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SITUATIONS WANTED (Cont'd)

MANAGER 15 years' experience. Nine years plantowner in Southeast. All-around man. Age 40, married, sober, dependable. N.I.D. Very best of references. Will accept full responsibility, or carry out instructions. Capable handling white or colored help. Production or quality plant. Have California operation license. Wife also active in checking department. Available September 15, 1953. **ADDRESS:** Box 5602, **NATIONAL CLEANER & DYER.** -5

Young man fully trained in all phases of drycleaning, technical and commercial, desires a steady position as manager or supervisor. New York Metropolitan area preferred. **ADDRESS:** Box 5622, **NATIONAL CLEANER & DYER.** -5

SALES POSITION—Chemical, machinery or jobber salesman. Will consider house position leading to sales work. Age 28, 7 years' experience. I will furnish personal qualifications first letter. **ADDRESS:** Box 5624, **NATIONAL CLEANER & DYER.** -5

SALES TECHNICIAN seeks another assignment abroad, U. S., experienced South America, Near East, establishing plants, training unskilled personnel in production, sales, administration; speak Spanish, Arabian; graduate NID's general, management courses; 21 years' practical experience. Write: Box 5625, **NATIONAL CLEANER & DYER.** -5

SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

THIS IS IT! The finest hat stiffener on the market—HS#1. Just what all hat manufacturers and rebuilders have been looking for. Widely and thoroughly tested by members of the trade. Hat stiffener HS#1 is practical, easy to apply, works well with all types of hat bodies, including Panamas and other straws. HS#1 will prove a sure, steady profit-maker for aggressive manufacturers' agents who call on Hat Trade, Drycleaning, Laundry and Shoe Repair Jobbers. Address inquiries for exclusive territories to W. H. Ostrow, General Manager, The Merritt Products Co., 1547 E. 18th St., Cleveland 14, Ohio. 5586-14

EASTERN REPRESENTATION for manufacturer of chemicals, specialties, equipment. Sales promotion and jobber and customer contact. Well-known in laundry and cleaning markets. **ADDRESS:** Box 5587, **NATIONAL CLEANER & DYER.** -14

TECHNICAL SALES REPRESENTATIVE—Growing drycleaning division of large chemical manufacturer needs a man in the East. Liberal salary and commission. Send resume in first letter. **ADDRESS:** Box 5588, **NATIONAL CLEANER & DYER.** -14

Salesman wanted with knowledge of drycleaning machinery. Several desirable states available. Write: Gross Machinery Company, Buffalo 14, N. Y. 5609-14

EXCLUSIVE TERRITORIES AVAILABLE:—STA*NU CORPORATION now has a few exclusive territories open for top-notch salesmen. We offer a proposition that we think is second to none with unlimited future. See our ads twice a month in Life magazine "direct to consumer." If you feel that you are a top producer and are willing to work hard for a secure future, write us giving full resume of yourself. All replies will be kept strictly confidential. **SALES MANAGER, STA*NU CORP., 110 S. DEARBORN STREET, CHICAGO 3, ILLINOIS.** 5610-14

SALESMAN wanted with drycleaning background. Men who are only interested in making real money need apply. We have the hottest thing on the market today. Mail or wire your reply today. Stay Fresh Corp., 3945 N. Sheridan Rd., Chicago 13, Ill. 5629-14

DISTRIBUTORS—SALESMEN—A once in a lifetime opportunity for the right men to represent the complete line of **SEC** Synthetic cleaning equipment. Many lucrative territories now open for you. Write or wire today for complete details. SEC-o-MATIC Corp., 56 La France, Bloomfield, N. J. 5631-14

DRYCLEANING INSTALLATION & REPAIR ORGANIZATIONS—Hundreds of drycleaners in your territory need efficient and economical Hi-Speed Rail Installations. Big opportunity for dependable firms to sell and install Hi-Speed Rails. Close cooperation with manufacturer assured. Send information regarding your organization and area covered. Time Savers, Inc., Dept. N, 83-99 Walnut Street, Montclair, N. J. 5632-14

TRAINING SCHOOLS AND INSTRUCTIONS

Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2. Empire Institute of Tailoring, 442 E. 5th St., Hazleton, Pa. 3974-15

LEARN REWEAVING. Genuine, single-thread, invisible **FRENCH REWEAVING** does not require special latch needles, special instruments or tools. I am in the business, teach our weavers and know. Why be fooled? Completely illustrated texts, instructions—Basic French weaving $15. Advanced French weaving $10. Piece weaving (includes two instruments) $15. Our simple, illustrated instruction sheet on Piece weaving (overweave, inweave, etc.) plus one instrument, only $5. All the texts and two instruments $30. Send for free information. E. C. O'Hagan, c/o Weave Masters, 413 Race Street, Cincinnati, Ohio. 5286-15

Why split profits with an outsider? Do **INVISIBLE REWEAVING** in your shop yourself. We teach you in weeks. A tried and proven, easy-to-learn home study course. Details **FREE. FABRICON,** Dept. RR-7, 8342 S. Prairie, Chicago 19, Ill. 5461-15

We teach re-weaving by mail. New all-metal instrument. Simple comprehensive instructions. Write for particulars:—F. S. Peters, 2326 Izard St., Little Rock, Arkansas. 5546-15

ZIPPER REPAIRING MADE EASY! Those "fouled-up" zippers can now be quickly restored to service by anyone without expensive tools. Easy as sewing on buttons. "How to Repair A Zipper," 30-page, well printed Instruction Manual, illustrated with 40 easy-to-understand drawings, explains in detail how to overcome common ailments of slide fasteners. Manual, together with a special repair tool, by return mail, only $3.95. Satisfaction guaranteed. Texas Specialty Co., 204-NC Texas, Texarkana, Texas. 5633-15

MISCELLANEOUS

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS.** We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.,** 2610 Clay Ave., Fresno 1, California. 3476-8

PADS—COVERS—FLANNELS for STEAM PRESSES. A good source of supply at lowest prices, quality considered. Write: **FRANKLIN TEXTILE MILLS, DEPT. N., FRANKLIN PARK, MASS.** 4833-8

EVERYTHING IN CHEMICALS AND SUPPLIES—Special prices on hangers, bags, safety pins, marking tags, pads and covers. Write for new reduced price list for everything in the line. **SAMUEL CHEVLIN CO.,** 3127 N. Halsted St., Chicago 14, Ill. BIttersweet 8-1492. 5285-8

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost. Write for Free samples. **REBA MARTIN CO.,** 4201 N.W. 2nd Ave., Miami 37, Fla. 5497-8

DON'T MAKE COSTLY MISTAKES PRICING GARMENTS. SEND FOR NEW PRICING BOOK. CONTAINS 175 ILLUSTRATIONS. $1.75, or 3 for $5.00. LOUIS CORRADO, 1112 NORTH ST., NORTH READING, MASS. 5589-8

BUY COVERS—PADS—FLANNELS direct from **MANUFACTURER** at **WHOLESALE PRICES.** Write us giving size or make and model number of your cleaners or laundry presses and let us quote you our low prices. **E. L. RUBIN MFG. CO., DEPT. S.4, MONROE ST., PITTSFIELD, MASS.** 5630-8

STOP CUSTOMER TURNOVER and your volume will go up. The **KANT-FAIL** system of customer control is the most simple and economical to operate, adaptable to any size plant. Both the initial and operating cost are so reasonable every plant, large or small, can afford to install it. For full information, write **KANT-FAIL,** Box 883, Green Bay, Wisconsin. 5603-8

BARGAINS—100 TALON TROUSER ZIPPERS, $11.50; 24 SUEDELEATHER ELBOW PATCHES, $4.00; 24 KNITTED CUFFS, $3.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-8

When writing to advertisers please mention The NATIONAL CLEANER & DYER

REWEAVING

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly re-woven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1182 MADISON AVENUE, NEW YORK CITY 28.** 150-29

The **FRENCH TEXTILE CO.** is a good company to do business with. 428 Ave. A, Rochester 21, N. Y. 5590-29

RE-WEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE**—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

The **FRENCH TEXTILE CO.** does the finest reweaving in tropical worsteds. 428 Ave. A, Rochester 21, N. Y. 5591-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for $12 complete with instructions. Replacement points $6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

The **FRENCH TEXTILE CO.** does the finest reweaving on fancy worsteds. 428 Ave. A, Rochester 21, N. Y. 5592-29

Many plantowners all over America choose to give their customers **INWEAVING** (patented process for repair of **RIPS, TEARS, BURNS, MOTH HOLES**)—performed in **WICHITA FALLS, TEXAS.** Prompt service, **LIBERAL COMMISSION.** We pay return postage. Counter signs and truck decals furnished free. **THE INWEAVING COMPANY OF AMERICA,** 11th & Holliday, Wichita Falls, Texas. 4486-29

The **FRENCH TEXTILE CO.** does the finest reweaving on sport coats. 428 Ave. A, Rochester 21, N. Y. 5593-29

WHAT IS REWEAVING? It is not a piece of fabric woven over a damage. We do **BLENDED** French weaving (the best of single-thread reweaving), including fancy weaves and gabardines. **WHAT IS PIECE WEAVING?** It is not a matched pull-thru done with a sharp latch needle. On this work, we actually **WEAVE** the edges perfectly (there is a big difference). We offer consistent service, moderate prices, and good planned profit. Our work and service will convince you we know what we are talking about. Copyright 1951. **WEAVE MASTERS, INC.,** 413 Race St., Cincinnati 2, Ohio. 3503-29

FOR GUARANTEED REWEAVING in wool garments, ship to French Textile Co., 428 Ave. A, Rochester 21, N. Y. 5594-29

FREE SALES KIT—Including "easy-to-use" pricing guide and sales instructions, also display signs. Complete setup to handle **REWEAVING** as a profitable sideline. Retain good will by eliminating plant damages. With our complete **FRENCH-WEAVING-OVERWEAVING-STOTING-RE-KNITTING service,** we can handle any size or type of damage. **LOW WHOLESALE** prices and profitable wholesale discount. **24 HOUR SERVICE** available on all garments. Free estimates. **GLOBE WEAVING SERVICE,** 210 W. Van Buren St., 8th Fl., Chicago, Illinois. Dept. B. "America's Leading Reweaving Service." 4411-29

The **FRENCH TEXTILE CO.** does the finest reweaving on gabardines. 428 Ave. A, Rochester 21, N. Y. 5595-29

FOR GUARANTEED REWEAVING of moth holes, tears, cigarette burns, etc., in wool garments, ship to French Textile Co., Dept. 2, 428 Avenue A, Rochester 21, N. Y. 4598-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS.** Original French weaving, reweaving, stotting, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

The **FRENCH TEXTILE CO.** does the finest reweaving on tweeds and overcoats. 428 Ave. A, Rochester 21, N. Y. 5596-29

REWEAVING (Cont'd)

Send for **FREE** Service Kit and Pricing Chart or ship garment for estimate. A complete **WHOLESALE RE-WEAVING SERVICE** at a reasonable cost. We re-weave exact pattern back into all fabrics eliminating any trace of damage. Our fine re-weaving service will make money for you. We are not associated with any other re-weaving company. **CINCINNATI REPAIR SERVICE, 413 RACE STREET, CINCINNATI 2, OHIO.** 5462-29

The **FRENCH TEXTILE CO.** guarantees satisfaction or no charge. 428 Ave. A, Rochester 21, N. Y. 5597-29

DO YOUR OWN REWEAVING. PROFITABLE, EASY TO LEARN. ATTRACTS NEW BUSINESS. COMPLETE INSTRUCTIONS $35. AMERICAN REWEAVING INSTITUTE, 1018 WATKINS ST., S.E. GRAND RAPIDS 7, MICH. 5544-15

Reweaving on all materials. Prices 75¢ per running inch. 1-day service. Work guaranteed. **THRIFTY WEAVERS,** 310 St. Clair Street, Toledo, Ohio. 4991-29

The Jackson In-Weaving Shoppe, wholesale and retail weavers. Moth holes, burns, tears woven. 15% off to the trade. Fast dependable service. One of the largest mail-order weavers in the business. Postage paid one way. 618 Home Savings and Loan Bldg., Youngstown 3, Ohio. 5376-29

The **FRENCH TEXTILE CO.** has been doing good reweaving since 1920. 428 Ave. A, Rochester 21, N. Y. 5598-29

ADAMS WEAVING COMPANY the best known name in **Reweaving.** Burns, moth holes, rips in garments, linens and sweaters. **An extra service** for you to offer with an **excellent profit.** Top quality workmanship that will avoid trouble with plant damages. **Quick and guaranteed service. ADAMS WEAVING COMPANY,** 1010 Republic Building, Chicago, Illinois. 5470-29

The **FRENCH TEXTILE CO.** does beautiful work on sweaters and knitted dresses. 428 Ave. A, Rochester 21, N. Y. 5599-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC. REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSERT, ROOM 607, 613 LOCUST STREET, ST. LOUIS, MO. 5545-29

REWEAVERS' SUPPLIES

Inweave and Wonderweave needles sold complete with illustrated instruction sheet, $12 each. Replacement points, $6 each. National Reweaving Service, 46 Whalley Ave., New Haven, Connecticut. 2776-23

POWER PLANT EQUIPMENT FOR SALE

1—50 H.P. Bigelow two-pass boiler, Petro oil burner—Burns #5 oil or #2 oil, fully automatic, pump also included, low water cut-off, pump control, valves, etc. Will sell cheap, fully guaranteed. If interested please contact Kenyon's Cleaning Company, Westerly, R. I. 5547-36

Stokers and oil burners, new and used, direct to you. Scotch Marine application, also. McClure's, Tiffin, Ohio. 5564-36

For Sale—1—125 H.P. Erie City Economic boiler, 125# W.P., good condition. Located at Elyria, Ohio. Heinl's Greenhouses, P. O. Box 188, Toledo 12, Ohio. 5600-36

10 H.P. vertical fire-tube Hamburg boiler, like new, with Schaub return system and all controls, plus oil burner, etc. Priced at $500 for quick sale. Verbeyst Cleaners, Tulane St., Princeton, N. J. 5611-36

25 H.P. Sellers gas-fired boiler and return system. Six years old, installing larger unit. Edwards Cleaners, Portsmouth, Ohio. 5510-36

When writing to advertisers please mention The NATIONAL CLEANER & DYER

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 5202-3

MACHINERY FOR SALE

REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalogue or visit us. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel.: EV-9-6585. 5199-4

For drycleaning-laundry machinery try **KEEL COMPANY,** 7230 N. Western Avenue, Chicago 45, Illinois. 1463-4

NEW SAN-I-SYSTEM synthetic drycleaning machines. Complete factory service and standard warranty. Finance terms arranged. **CLEANERS SERVICE COMPANY,** 314 W. Main Street, Belding, Michigan. 4566-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably; can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. Ev-9-6585. 5200-4

LIQUIDATION SALE OF ENTIRE DRYCLEANING PLANT, ALL MACHINERY A1 CONDITION; 54 x 70" HOFFMAN BALLOON DRYCLEANING WASHERS; 48" and 60" AMICO OPEN-TOP EXTRACTORS; 5000 and 8000 GALLON FILTERS, MOTOR DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR 'PHONE FOR FULL DETAILS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 6-6666. 5378-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 5201-4

1—Huebsch 36 x 30" tumbler, double coil, excellent condition. Priced to sell. 4 Hour Dura Cleaners, Inc., 1185 Jefferson Ave., Buffalo 8, N. Y. 5554-4

IMPERIAL LAUNDRY MACHINERY CO., INC., 121 Greenpoint Ave., Brooklyn, N. Y. Ev 9-6585, are selling for owners of **PENN CLEANERS,** 207 W. 38th St., New York City—Prosperity laundry and drycleaning units; Prosperity 60 lb. automatic washer; 2 Mercury 140F cleaning units, 2 years old; tumblers; miscellaneous items. Also available synthetic and petroleum cleaning units; 2-girl shirt units; 5 H.P. Ingersoll-Rand compressor; 10 H.P. packaged boiler. Building must be vacated immediately. Write or telephone for inspection and details. 5417-4

NATIONAL VAULT DOOR—Excellent condition. Priced for immediate sale in place or F.O.B. car. 4 Hour Dura Cleaners, Inc., 1186 Jefferson Ave., Buffalo 8, N. Y. 5555-4

1—5,000 GALLON GROSS FILTER operated one year. Pump, motor and fittings included. $1,000. Puritan Laundry & Cleaners, Omaha, Nebraska. 5579-4

One Hoffman unit 30 x 30 washer, extractor, tumbler, still and two 500-gallon tanks, motor-driven and only two years old. Whisler's, 531 Broadway, Hanover, Pa. 5607-4

25 lb. Norwood Cascade open-end washer with automatic controls; 25 lb. Bock stainless steel extractor. Annwal Laundry Machine Corp., 596 North Rd., Bethpage, L. I. 5636-4

CLOSING OUT—MAKE OFFER—ALL OR SINGLY. 20" Hoffman curb belt-driven extractor; 25 gal. Hoffman Filpro still, less pump and motor; Beluche Cyclone Master twin blower; Hopkins 1,000-gallon filter, new bags, motor-driven pump; Excelsior mushroom press; Gross drycleaning metal basket on wheels; Fairbanks 5,000-gallon filter, motor driven, pump only. Above equipment about 3 years old, perfect shape; plus Hoffman XCO & VCO mushroom presses; Hoffman and Huebsch 38" round drying cabinets. **ADDRESS:** Box 5619, **NATIONAL CLEANER & DYER.** -4

BOWSER filter IM-GPH, trap, 20" extractor, single phase 220V, both for $500. Huron Cleaners, Oscoda, Michigan. 5621-4

42 x 54" Vorclone motor-driven washer; 36 x 54" American motor-driven washer; 48" Hoffman open-top extractor motor-driven. 3" motor-driven pump, four months old. All motors explosion-proof. Annwal Laundry Machine Corp., 596 North Rd., Bethpage, L. I. 5635-4

Leather & Suede Cleaners

40 Years Experience

Jackets and coats cleaned and redyed with the original softness and color retained. Send your garment to our analysis department and we will without delay send you a full detailed report including cost for necessary work.

COLE LEATHER CLEANERS OF AMERICA

Phone: LEhigh 5-0060 or LEhigh 5-0250

1287 Second Ave. Analysis Dept. C New York 21, N. Y.

DYEING

SHARP'S RE-DYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

SENECA DYERS—EASY-TO-FINISH DYED WORK—TO THE TRADE ONLY. If you want the "BEST" send your next dye order to the **SENECA DYERS, 1227 MAPLE STREET, ROCHESTER 2, N. Y.** 1562-12

MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. **MAJESTIC DYE HOUSE,** 3920 West Armitage, Chicago 47, Illinois. 4157-12

AMERICA'S FINEST GARMENT DYEING: Serving several thousand **CLEANERS FROM COAST TO COAST,** wholesale only since 1917. Our large three-story plant is modernly equipped, and our high-grade dyeing will prove an asset to your business. **KRAN-MER** is a money-maker for the cleaner. Send us a trial and be convinced. **KRAN-MER DYE HOUSE,** 2435 North Third Street, Milwaukee, Wisconsin. 4835-12

FROM COAST TO COAST LOEBL'S EXPERT DYEING IS KNOWN FOR QUALITY. To give you top results **EVERY PIECE** is carefully examined before and after dyeing. Individual attention plus our semi-finished service, easy to press, steamed, shaped and stretched gives you **BETTER DYEING. FOR SERVICE, SATISFACTION,** ship your work to **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** Price list, color card, shipping supplies free on request. 4959-12

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Reasonable prices. Ship to **THE SUEDE KING,** 1311 East State Street, Sharon, Pa. 5234-12

Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, EDGEWATER, MARYLAND.** 155-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 44 Fisherville Rd., Route 10, Penacook, N. H. 3635-25

AT LAST—Complete consulting service for your drycleaning problems at a fair cost. Solvent analysis and damaged-garment analysis. Send your solvent samples and damaged garments to: C. A. Gault, Drycleaning Consultant, 31 N. Summit Street, Akron 8, Ohio. 5543-25

Advertisers in This Issue

A

Adco, Inc. 22–23
Almore Dye House 86
American Cleaners Equipment Co., Div. of The American Laundry Machinery Co. 9
American Mothproofing Co. 35
Anderson-Prichard Oil Corp. 8
Armstrong Machine Works 46
Associated Business Papers 118

B

Behrstock Co., L. 115
Bertsch & Co. 115
Bishop Co., G. H. 37
Bock Laundry Machine Co. 114
Butler Manufacturing Co. 89

C

Caled Products Co., Inc. 16–17
Calgon, Inc. 103
Chevrolet Division of General Motors 14
Cissell Mfg. Co., Inc., W. M. 59
Cleaners Sales & Equipment Corp. .. 114
Cole Leather Cleaners of America .. 123
Columbia Appliance Corp. 83
Columbia Boiler Co. 33

D

Darco Department, Atlas Powder Co. 70–71
Davies-Young Soap Co., The 3
Davis Specialties, Inc. 5
Detrex Corporation 67–68
Dow Chemical Co., The 45
Dryco Corporation 4

E

Eaton Chemical & Dyestuff Co. 75
Emery Industries, Inc. 41
Excelsior Machinery Co. 15

F

Fabricare Corporation 65
Filtrol Corporation 105
Fletcher Works 106
Ford Division of Ford Motor Co. 73

G

General Dyeing Co. 108
Germain's Inc. Twist-Ems Div. 112
Glover, Inc., Bill 87
Greenville Chemical Co. 100
Gross Machinery Co., Inc. 32

H

Haertel Co., Walter 60
Hammond Laundry-Cleaning Machinery Co. 31
Hild Floor Machine Co. 81
Hoffman Machinery Corp., U. S. 93, 4th Cover
Hopkins Equipment Co. 108
Hoyt Manufacturing Corp. 72
Huebsch Manufacturing Co., Div. of The American Laundry Machinery Co. 21

I

International Harvester Co. 26
International Paper Co. 34

J

Johns-Manville ..... 2nd Cover

K

Kohnstamm & Co., Inc., H. 90

L

Lincoln Bag Co., Inc. 43

M

Manitowoc Engineering Corp. 57, 110
Mercury Cleaning Systems, Inc. 77
Multi-Clean Products, Inc. 97

N

National Cleaner & Dyer 114, 117
National Cleaners Chemical Mfg. Co. 114
Newhouse Co. 111
New York Pressing Machinery Corp. 91
Nu-Pro Manufacturing Co. 55

O

Olson Filtration Engineers, Inc. 64

P

Para-Lux Products Co. 43
Pennsylvania Salt Mfg. Co. 50–51
Permafiber Corporation 104
Pittsburgh Tag Co. 102
Pre-Marked Strip Tag Co. 54
Prosperity Co., Inc., The 98

R

Reliable Fur Storage Equipment Co., Div. of Reliable Machine Works, Inc. 111
Risdon Manufacturing Co., The 113
Riverside Manufacturing Co. 85

S

Shell Oil Corp. 49
Sta-Nu Corporation 25
Starchroom Laundry Journal 28–29, 116
Star Service Hanger Division of L. A. Young Spring & Wire Corp. . . 3rd Cover
Street & Co., Inc., R. R. 7, 27, 63, 78–79, 82, 95

T

Takamine Laboratory, Inc. 110
Taylor Host Inc. 115
Textile Marking Machine Co., Inc. .. 115
Tillery Container Co. 109
Time Savers, Inc. 113

U

Unipress Co., The 47
U. S. Hoffman Machinery Corp. 93, 4th Cover

V

Vic Cleaning Machine Co. 19
Viking Pump Co. 112

W

Wallerstein Co., Inc. 13
Western Laundry Machinery Co. 101
Westvaco Chemical Division, Food Machinery & Chemical Corp. 61
White Machine Co. 109
Wichita Precision Tool Co., Inc. 10–11
Wilson Chemical Co., A. L. 53

Y

Yarnall-Waring Co. 107

When writing to advertisers please mention The NATIONAL CLEANER & DYER



STAR-SERVICE HANGER

DIVISION OF L. A. YOUNG SPRING & WIRE CORPORATION
9200 RUSSELL STREET, DETROIT 11, MICHIGAN
PLANTS IN CHICAGO, ILL., TRENTON, N. J., LEEDS, ALA.
DIVISION IN CANADA: MARSHALL VENTILATED MATTRESS COMPANY, LEASIDE, ONTARIO



CONVENIENTLY PACKAGED IN 500 LOTS

"Extreme Satisfaction"

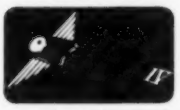
"Exceeds Expectations"

"Just what we cleaners have been looking for"

These are typical of the comments about the H-Jet IV 30-pound drycleaning unit with fast, full-drop washing and 700 R.P.M. extraction in the exclusive "Jet" self-balancing cylinder.

An H-Jet user, Alexander Bowman of Bowman's Cleaners, Kenner, Louisiana, expresses his "extreme satisfaction with the Jet Unit. It far exceeds our expectations in operation generally and in low solvent cost particularly. In our opinion the self-balancing feature of the Jet Unit is the greatest engineering advancement yet made in drycleaning machinery. We will recommend this unit without reservation."

Another H-Jet user writes, "We are very well pleased with the new Hoffman Jet cleaning machine. We are getting top quality cleaning with minimum of labor. It seems to us that you people have now developed just what we cleaners have been waiting for."



Get the facts on Super Speed cleaning with the H-Jet IV! Write now for Bulletins A-924 and A-931 which tell you how to get better single bath or two-bath cleaning, lower costs, increased production and greater profits with Hoffman's H-Jet IV. Or, call your Hoffman representative.



Alexander Bowman of Kenner, La., prepares to load the single door, open-pocket cylinder of his H-Jet IV. He feels that the self-balancing feature of the H-Jet is the greatest engineering advancement in drycleaning machinery.



Ease of loading and unloading through the H-Jet's single door, open-end cylinder gets the endorsement of this Michigan cleaner. Approved, too, are the H-Jet's fully automatic control and improved filtration.

TOPS IN VALUE ...SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.